

➡ Tiny Island on **Channel News Asia** by **Qiuyi Tan**
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Singapore Animation Studio produces new Ben 10 Tele Movie

Hit American cartoon Ben 10 has landed on our shores, through one home grown animation studio Tiny Island Productions



SINGAPORE, 25th September 2011 | 1935 hrs - It's producing a new television movie slated to premiere next year on Cartoon Network. Tiny Island is producing both the regular and 3D versions of the movie Ben 10: Destroy All Aliens. But it's Dream Defenders, Tiny Island's debut cartoon that caught the world's attention and helped clinch the deal with Cartoon Network.

"When we work with Western partners, they want to make sure you have the track record before they work with you. I think it takes time but we'll get there," said David Kwok, CEO of Tiny Island Productions.

Less than a decade old, Singapore's animation sector is estimated to contribute S\$100 million in revenue by 2015, expanding at a compound annual growth rate of 16 per cent, according to a 2008 study by Deloitte Touch Tohmatsu.

It's set its sights on the high end and high quality segment of the international market - and 3D content is one focus.

One complaint about 3D TV is that you have to wear clunky 3D glasses to see the effects. But Kwok said the technology for 3D without glasses already exists, and we can expect the system to be ready on the market in as soon as three years' time.

Singapore's animation industry has grown in the past two years, spurred on by international companies like Lucasfilm setting up shop here.

Today, there are more than 40 animation and special effects companies in Singapore, up from less than 10 in 2003. It's a high-tech but labour-intensive industry. An animator sets the characters' facial

expressions for every single frame of the cartoon, as well as the colour and texture of every piece of furniture in the room where the scene is set.

"When we bring them all up together, that's the toughest part - to gel everything up to see that it comes out natural and nice on the screen," said Mohamad Mahathir Abdul Halim, Technical Department Head, Tiny island Productions.

Building a talent pool with the right skill set to feed an animation ecosystem remains a work-in-progress. "We don't just import talents here and run the show. We train and prepare the talents to stand on their own feet. I think that's what Singapore needs," said Kwok. And the best training ground for such talent will be the chance to work on high end projects like the Ben 10 movie.

- CNA /Is