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Come preview Singapore's first Stereoscopic 3D Animation Show 'Dream Defenders' at Asia Television Forum 2010

SINGAPORE, 6th December 2010 - Gear up for a 3D experience when you visit the Singapore Pavilion at this year's Asia Television Forum (ATF), the region's leading international market for buying, selling, financing, distribution and co-production of television content. Organised by Reed Exhibitions and hosted by the Media Development Authority (MDA), the annual ATF takes place from 8 to 10 December 2010 at Suntec City Convention Centre. It is now into its 11th year.

Visitors to the Singapore Pavilion can expect an array of 3D content and capabilities showcased by local companies. From the latest developments in pre and post production 3D technology to viewing Singapore's first Stereoscopic 3D animation production, Dream Defenders, visitors will also be able to network directly with the companies involved at the event.



These latest developments in stereoscopic 3D reinforce MDA's continued focus on raising the bar in the area of 3D. As a result, today, Singapore is one of the first territories in the world with one-stop, end-to-end production and postproduction capabilities in stereoscopic 3D.

"This year's Singapore pavilion sees an exciting array of content on display which will appeal to both local and international media players. It is also a testament of how far our local companies have come from the days of doing back-end production to now producing full-fledged animation content for

distribution and sale at an international market, like ATF,” said Ms Cassandra Tay, Director, Communications and Community & International Relations, MDA.

The Singapore Pavilion will see a total of 15 companies participating. Please refer to Annex A for the list of participating companies.

Over 2,600 participants from over 50 countries – representing movers and shakers in the media industry, from broadcasters to film buyers to cinema operators are expected to attend ATF 2010. This year’s event sees China, Finland and Japan each having their own country pavilion for the first time.

The ATF Singapore Pavilion will be located at Booth C02, Hall 402 Level 4 Suntec Convention Centre.



↑ About 680 guest from the industry attended *Dream Defenders* screening, the guest are from Canada, US, Europe and Asia.