

"Road to Home" Leads to Germany May 15th, 2009



The FMX conference in Stuttgart, Germany has a well-deserved reputation for presenting the latest, most innovative approaches in the design, creation and distribution of digital content - from digital cinema to mobile entertainment, from immersive design to post-production. FMX talks revolve around the latest developments in animation, effects, games and digital media, including: cinematography, cross-disciplinary filmmaking, digital actors, global production pipelines, hybrid films, international co-productions, low budget games, stylization in games, virtual lighting and visual storytelling. FMX reviews cover new aspects of animation and performance, creative development, financing & branding, virtual reality, online worlds, previsualization, realtime techniques, streaming stories and user-generated media. FMX technologies include new developments in interactivity, stereoscopic filmmaking & production design, digital performance capture, virtual hair and non-photorealistic rendering techniques. The FMX

spotlight series presents inside looks at production cultures, histories and enterprises from around the world.

The FMX/09 conference was a great success, featuring more speakers, more presentations and more visitors than ever before. Over 7,000 people from 41 countries around the world traveled to Stuttgart to participate in this year's FMX, demonstrating the conference's position as Europe's primary meeting place for the international digital creative community. China was proudly featured this year in the FMX's "Focus on China" spotlight program, most notably with the development presentation of Magic Dumpling Animation Studio's upcoming animated feature "Road to Home". The Beijing Film Academy also made its mark in the "School Offerings" program among presentations from around the world. Although absent from the FMX conference due to professional responsibilities in Beijing, Lijun Sun was present in spirit and on video as the Director of "Road to Home" and the Dean of the Animation School of the Beijing Film Academy.





On the opening day of FMX/09, "Road to Home" Producer Kevin Geiger and Co-director Wen Feng gave a presentation on the creative development of the film-in-progress as part of the "Focus on China" program, following Mr. Geiger's seminar on the history & future of Chinese animation. The "Road to Home" presentation began with the world premiere of a high-definition development



teaser, created in cooperation with Xing Xing Digital. After providing this taste of the film's aspirations to a painterly 3D visual style, Co-director Wen Feng proceeded to discuss the original vision and inspiration for "Road to Home". Producer Kevin Geiger addressed the challenges of representing the unmatched beauty of Western China, and Ms. Feng followed with insight into the movie's art direction and production design. Ms. Feng and Mr. Geiger then introduced "Road to Home's" main characters and discussed the character development process - most notably the journey to find a design style that is appropriate to the story, appealing to audiences, and unique to China. Finally, Mr. Geiger took the FMX audience on a tour of "Road to Home's" story development path, describing his role in helping screenwriter Yi Yan and the filmmakers to make the original script even stronger with the application of proven Hollywood story beat techniques. (Director Lijun Sun has happily described the result as "a Chinese story with a Western structure".)



While withholding story details from the eager attendees, Mr. Geiger discussed the challenges and solutions of story development across language boundaries, and highlighted the strengths of the cross-cultural creative process. Success of the "Road to Home" presentation was demonstrated not only by an appreciative audience, but also by subsequent interview requests - including one for German National Public Radio, and another for Animation World Network's online video channel.



The "Road to Home" presentation was followed by CEO Lifeng Wang's presentation on the work of Xing Xing Digital Corporation, his outlook on the Chinese animation industry and its position in the global market. The "Focus on China" program concluded with the work of SOFA Studio, as presented by Co-founders Vance Yang and Stella Huang, two of Mr. Geiger's colleagues from Taipei. FMX Co-founders Thomas Haegele and Renate Haegele expressed their desire to repeat the "Focus on China" program at next year's 15th Anniversary FMX, and have personally invited the "Road to Home" team back for a production presentation at that time.



On the closing day of the FMX conference, Wen Feng gave a presentation on the history, philosophy, research, instruction and student works of the Animation School of the Beijing Film Academy as part of the "School Offerings" program, hosted by Eric Riewer of the famed Gobelins School in Paris. Speaking from her experience both as a graduate of the school and as an instructor, Ms. Feng introduced the FMX audience to an educational perspective and a quality of work that left a deep impression on the attendees - some of whom were moved to tears by the films shown. Kevin Geiger spoke briefly about his positive experiences as the BFA Animation School's first foreign Guest Professor, and his regard for the professional level of the student work. In fact, "Road to Home's"

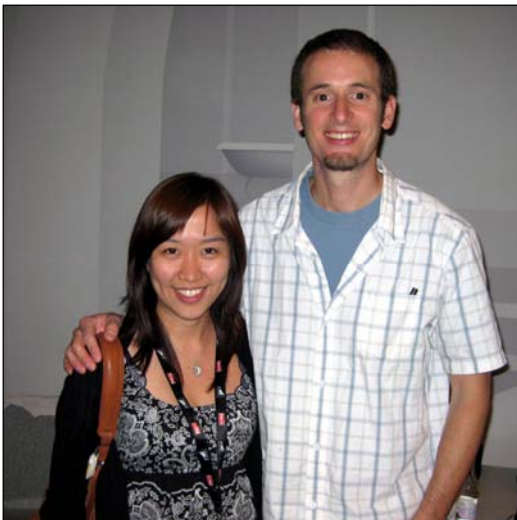


current development work features the contributions of talented BFA graduates - to the pleasant surprise of animation industry veterans who commonly assume the work to be that of much older artists. On this point, Mr. Geiger expressed his appreciation for the opportunity to partner with Lijun Sun at the crossroads of China's animation industry and academia.

Of course, the FMX conference is well-known not only for the quality of its conference programming, but also for the many opportunities throughout the week for professional networking and socializing. Participating in his fourth FMX conference, "Road to Home" Producer Kevin Geiger was happy to make introductions to his many international colleagues for Co-director Wen Feng and the other Chinese speakers, who were of great interest to the European conference attendees.



Among the many animation artists, directors and producers with whom dinner conversation was shared, Ms. Feng had the pleasure of a one-on-one discussion with Walt Disney's Animation Studios' Chris Williams, Director of "Bolt". Mr. Williams shared his experiences on the challenges of directing a major animated feature film, and was very generous and encouraging with his advice to Ms. Feng for a successful outcome.



The Magic Dumpling team left the FMX conference very inspired and more motivated than ever to make a mark for China on the international animation stage with "Road to Home".

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