



**NEWS RELEASE**

**For Immediate Release May 19, 1999**

**Lost Boys Studios Finishing Gatorade on Film**

(Vancouver, BC, May 19, 1999) Lost Boys Studios, in conjunction with sister company Virgin Television Mexico, Focus Productions and Grey Mexico, has just completed the first ever film finish commercial for [Gatorade](#). Ana Fernandez, Operations Manager and Producer at Virgin Mexico and [Roula Lainas](#), VFX Producer at Lost Boys Studios worked together to bring the spot's post requirements to Vancouver.

Visual Effects Supervisor & Sr. Digital Composer Gary Walker worked closely with commercial director, Carlos Sama whose credits include Coke and Heineken. The spot was colour correcting intensive and required a great deal of selective and isolated colour correction for each shot such as the gatorade bottle and helmets. Walker also added the titles and supers as well as on-lining the 60-second spot. The 2K resolution work was completed on Discreet Logic's INFERNO.

Lost Boys Studios' President, [Mark Benard](#) was technically involved with the film process as well as overseeing the system setup and configuration. "We were not only able to accommodate 60-seconds worth of film finish data but also able to simultaneously use the Inferno suite for our episodic work on MGM's Stargate SG-1. In the past this was not heard of because of storage limitations. But thanks to recent advances in data storage technology we were able to create a custom storage device capable of holding substantial quantities of 2K information as well as video resolution. Without sacrificing one medium for the other."

Up until now in Mexico, all theatrically released commercials were traditionally completed tape to film. Post Production Supervisor and Editor, Adolfo Ibarolla was the initiator of the film finish idea. "Everyone talks about 2K jobs in Mexico but no one has managed to give the green light until now. Since Mexico does not offer scanning and recording, companies were shying away from the film post simply because it is not readily available to us. We wanted to be the first to bring quality film images in the form of commercials." Ibarolla proposed the idea and Gatorade ultimately made the final decision. Ibarolla has been working in the commercial circuit for 12 years with clients such as Ogilvey & Mather and McCann.

The commercial was shot on location in and around Veracruz, Mexico. Professional cyclists were recruited from several corners of the world including Canada, France and USA.

The spot scheduled for release in theatres across Central and South America next week is the first ever film finish commercial completed by Mexico.

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Founder and President Mark Benard formed Lost Boys Studios Inc. in 1997 for the production of 3D animation and digital effects for the film, television and videogame industry. For more information please visit our website at [www.lostboys-studios.com](http://www.lostboys-studios.com)