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INTRODUCING THE GAME...

Lost Boys Studios in conjunction with Canada's Electronic Arts (E.A) and director Bill Morrison of The Process have just completed a racy introduction to E.A's latest video game release "[Rock the Rink](#)". The rock 'em sock 'em of the electronic world. The video game is loosely based on Canada's favourite pass time sport but with an aggressive twist.

The hockey players are rough tough red neck cowboys sporting similar outfits grunting and giving the game their all with moves such as a pole vault, clothes line and the leapfrog The venue is a farmhouse barn filled with rockin' spectators around the home team's rink, The Demons. Every bone-crushing, hip thrusting move from these players is amplified by extreme camera shakes. He shoots a puck of flames, he hits the exploding goalie knocking him into the net, ripping the net from its posts and he scores!

Bill Morrison is a veteran music video director whose work includes Skinny Puppy videos and more recently Delirium and the Matthew Good Band. He has also incorporated a music video/trailer style to The Holy Body Tattoo dance company :60 second introduction.

CREDITS:

E.A. modeled the hockey players and referee. Allan Henderson, Erik Ellefsen, [Ken Meyer](#), and [Kevin Genzel](#) of Lost Boys together with a combination of motion capture data and traditional key framing technique completed set up and animation while Geoff Richardson was the Project Leader. The crowd of fans & their mob-like attitude were modeled & key-frame animated 3D animator Eric Petey. Ice Rink by Allan Henderson, Erik Ellefsen & [Mark Meloche](#) Exterior modeling created by Erik Ellefsen.

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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