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FOR IMMEDIATE RELEASE

Mechnology Visual Effects Uses Prime Focus Software's Deadline 4.0 on Janet Jackson's 'Nothing' Music Video

Render Queue Management Software Helped Team Meet Challenging Deadline

Winnipeg, Manitoba, Canada (MONTH DAY, 2010) – [Prime Focus Software](#), the R&D and software development arm of [Prime Focus](#), announced that visual effects boutique [Mechnology](#) has used [Deadline 4.0](#), Prime Focus' easy-to-use administration and rendering toolkit for Windows, Linux and Mac OSX-based render farms, to help drive the render farm for its latest project, a music video for the Janet Jackson single "Nothing." Prime Focus will be showcasing Deadline 4.0 at NAB 2010 from April 12-15 from booth [SL10007](#).

This challenging music video project required that Mechnology deliver 22 shots in three days with a lean and mean team of six artists working very closely with the video's director, Tim Palen. Shots included building a high-gloss 100-percent CG vertical stage in Autodesk 3ds Max onto which shots of Janet Jackson and clips from her latest movie, Tyler Perry's "Why Did I Get Married Too" were projected onto multiple planes.

"We couldn't have done this music video without Deadline," said Mechnology Executive Producer and Co-Founder Chip Potter. "Because of our insane turnaround, we needed a render solution that was fast and reliable and Deadline is all that and more. The director was at our studio working very closely with our artists. He'd make changes to the shots, which would all pound the farm at once, so it was very important that he would see the shots immediately. And because Mechnology's pipeline is Python-based, the fact that Deadline was multiplatform and able to support Linux and Mac operating systems was a huge plus. Deadline allowed us to meet our deadline and is now an integral part of our production pipeline."

Added Mechnology Lead Composer Matt Griffith, "I was a beta tester for Deadline 4.0 and absolutely love this toolset. It's a breeze to install and configure for Mac OSX, the interface is extremely intuitive and the software performs without a hitch. We were confident that we could push shots through Deadline-driven render farm and not encounter any issues at all."

Software packages that were pushed through Mechnology's render farm include Autodesk 3ds Max, Autodesk Combustion and Apple Shake. Mechnology's render farm consists of 10 nodes of Deadline with 40 cores, with plans to expand this soon.

For more information about Deadline, visit <http://software.primefocusworld.com/>.

About Mechnology

About MECHnology - MECHnology is a full service feature film and television visual effects company. MECHnology s has a production friendly focus, with the ability for fast turn-around. Specializing in 3-D animation, compositing, set extensions, digital matte paintings, on-set supervision, and DI processing. Clients include ABC Family, Warner Brothers, Disney, MGM, CW, 20th Century Fox and many independent feature film productions. www.mechnology.com

About Prime Focus Software

Prime Focus Software is a division of Prime Focus, a global visual entertainment services group providing creative and technical services to the film, broadcast, commercials, gaming, internet and media industries. Prime Focus Software, formerly known as Frantic Films Software, has a reputation for creating innovative custom-built R&D solutions and quality software products, including its popular Deadline Render Farm Management System, the Awake stereoscopic plug-ins for eyeon Fusion, and its high-performance volumetric particle renderer Krakatoa. Prime Focus Software pushes the envelope of conventional thought and applies real science to create tools and technology that truly open a whole new world of possibilities for VFX professionals. For more information, visit <http://software.primefocusworld.com/>.

About Prime Focus

Prime Focus is a global Visual Entertainment Services group that provides creative and technical services to the film, broadcast, commercials, gaming, internet and media industries.

The group offers a genuine end-to-end solution from pre-production to final delivery - including previsualisation, equipment hire, visual effects, video and audio post-production, digital intermediate, digital asset management and distribution.

Prime Focus employs more than 1200 people with state-of-the-art facilities throughout the key markets of North America, the UK and India. Using its 'worldsourcing' business model, Prime Focus provides a network that combines global cost advantages, resources and talent pool with strong relationships and a deep understanding of the local markets.

Prime Focus is a public stock company with shares traded in the Mumbai and National Stock exchanges in India (Symbol - PRIMEFOCUS). Prime Focus also owns and operates Prime Focus London plc (Symbol - PFO), which is publicly traded in the LSE's AIM market. For more information, please visit www.primefocusworld.com.

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