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Altair's Software Shapes Malaysia's First Mainstream 3D Animated Film

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Altair's e-Render Enables Les' Copaque Production Sdn. Bh to Bring a New 3D Experience to Movie Goers

Altair, a leading global provider of technology and services empowering client innovation and decision-making, announced today that Les' Copaque Production Sdn. Bhd, a leading animation studio based in Malaysia, has used e-Render in the production of that nation's first 3D animation movie, Geng. A runaway success, Geng grossed RM 6 million in less than six weeks, playing to full houses in 55 theatres.

"Our goal with Geng was to create a quality production that would set the standard for future 3D animated Malaysian movies," said Mohd Zarin, Event Director, Les' Copaque Production Sdn. Bhd. "The high quality we achieved with this film has much to do with the Altair software's robustness, flexibility and interoperability. e-Render is the backbone of our animation pipeline, and it also proffered the team a license to be as creative as it desired."

Les' Copaque, which is supported by the Malaysian Institute of Microelectronic Systems (MIMOS Berhad), chose to rely on the cloud-computing infrastructure deployed by Altair Engineering at MIMOS. Through MIMOS, Les' Copaque had access to Altair Engineering's e-Render software solution, and its software license proved to be an essential link in the chain by helping enable unlimited creative flexibility. By providing Les' Copaque staff a user-friendly, intuitive Web-based interface to manage the rendering taking place in the cloud, e-Render enabled animators to focus their efforts on the development of the movie instead of concerning themselves with lack of computing power or complex file management.

Pavan Kumar, Managing Director, South-Asia, Altair, said, "Malaysian industry holds great potential to set benchmarks in the global animation industry. This is verified by the fact that the country is increasingly becoming a favorable destination for animation, particularly in post-production and 3D-content development. Going forward, we aim to further intensify our engagement with the leading players in the industry, like Les' Copaque Production Sdn. Bhd, by providing more advanced tools to animators across the country."

The versatile e-Render provides professionals in creative industries an easy-to-use, friendly and intuitive interface for rendering management while hiding the intricacies involved in high-end computing. It seamlessly connects popular applications used in the animation industry, such as MAYA, 3DSMax, Shake, and Nuke, with Altair's PBS Professional™ via a Web interface to simplify and accelerate the whole rendering process.

About MIMOS

MIMOS is the premier applied research center in frontier technologies aimed at growing globally competitive indigenous industries. MIMOS pursues exploratory and industry-driven applied research through multi-stakeholder smart partnerships with local and international universities, research institutes and industries and the Malaysian government with a focus on frontier technologies.

MIMOS's applied research/technology areas are refined into eight technology clusters – Knowledge Grid, Knowledge Technology, Information Security, Wireless Communications, MEMS, Advanced Informatics, Micro Energy and Nano Clusters. MIMOS focuses on driving globally recognized Centers of Excellence to promote and license MIMOS technologies or IPs to qualified indigenous ICT companies to strengthen their abilities to compete globally and move Malaysian ICT industry higher up the value chain. MIMOS is the recipient of the Asia HRD Congress 2008 Award under the "Contribution to the Organisation" category for outstanding contribution to the field of human resource development and the Frost & Sullivan's Growth Excellence Award 2007 for Industry Innovation & Advancement (Precision Agriculture) for its application and development of a Micro Electro Mechanical System (MEMS) in the field of precision agriculture. To learn more, please visit www.mimos.my.

About Altair

Altair empowers client innovation and decision-making through technology that optimizes the analysis, management and visualization of business and engineering information. Privately held, with more than 1,300 employees, Altair has offices throughout North America, South America, Europe and Asia/Pacific. With a 20-year-plus track record for product design, advanced engineering software and Grid & Cloud computing technologies, Altair consistently delivers a competitive advantage to customers in a broad range of industries. To learn more, please visit www.altair.com.

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