



MindsEye Interactive, one of Australia's most established interactive marketing companies, has just announced the launch of its world-class DVD authoring studio in Sydney.

Over the last three years MindsEye has helped pioneer DVD as the premier interactive technology for the corporate and entertainment markets.

By bringing the crucial encoding and authoring services in-house, MindsEye can now control and develop the entire production process to service its existing client base, as well as the wider advertising, corporate and entertainment industries.

The MindsEye DVD studio sees the synthesis of great skill and the most progressive technology.

The studio is helmed by Ron Fortune, creator of MindsEye Interactive Pty Ltd, and James Hare, one of Australia's most skilful and experienced DVD producers.

Over the past seven years Ron has developed and managed interactive marketing projects for an increasingly impressive blue chip clientele. MindsEye is renowned for its ability to fully understand the goals of the client, and to foresee the greatest potential of any project. James has worked with high-end DVD almost exclusively for the past three years, and boasts over twenty years experience in film, music and multimedia arenas.

Ron and James had worked closely on successful joint projects. Their compatible working methods and complementary skills serve as a strong foundation as they co operate the MindsEye DVD studio.

Says Ron; "We saw room for a fully integrated DVD studio in the Southern Hemisphere. Many DVD studios offer tremendous video expertise but are new to interactivity. We start with video expertise but then give it dimension with extensive interactive experience, information design and creative flair. This is what sets us apart."

James continues; "Yeah. Creating the perfect DVD has a lot to do with proper planning and a clear brief. Clients need access to someone who really understands the medium and what it is capable of, long before authoring begins. Otherwise, projects may not achieve their potential."

In designing the studio, James and Ron were aware that no expense could be spared to create the best possible facility. Sonic Solutions DVD Creator was chosen as the authoring system, which is used to produce most Hollywood feature film DVDs and gathers the highest respect worldwide.

The team are conscious however of not resting smugly on the reputation of their technology. "The point is not the system itself, but what we can create with it. We chose the right tool to use for our job, not something that would do our job for us." maintains Ron.

"The combination of our skills and the the design of the studio gives us the confidence to say that we can produce the most effective and superior product."

The studio is now just beginning to form a long term vision of where it can help take DVD capabilities in the future.

To find out how MindsEye Interactive can assist you, please contact Ron Fortune on (61 2) 9953-4849 or rfortune@mindseye.com.au

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