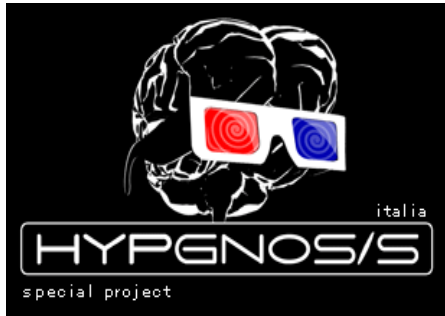


Hypgnosis Fx Italia

Hypgnosis fx Italia was founded in 2007 by Vittorio A Dublino with the collaboration of John G. Attard with the objective of developing business in new emerging markets, positioning the company competitively not only in the visual effects, but also in the development of new technologies for the Arts industry. Hypgnosis fx Italia by transferring significant competencies in technical production and management as well as marketing is able to capitalise on its 15 year-experience in digital production, and as such has the necessary competencies to become a leader in the arts market, potentially very large especially in Italy, a market which is in enormous expansion in many territories. Hypgnosis fx Italia specific competency in this field comes from a vast experience in research and in the production of special visual effects in the filmed entertainment, local based entertainment, audiovisual, digital games and the virtual reality sector. Its unique abilities also derive from research and development of architectures for new media, media management systems (such as digital assets storage, retrieval and indexing challenges), issues relating to compression, codification, and de-codification of digital content information (metadata) attached to a network by wired/wireless local transmission systems and systems of image reproduction for stereo topic viewing.

Hypgnosis fx Italia is marketing its potentiality by promoting its conceptual digital platform A.R.C.H.E2-Augmented Reality for Cultural Heritage



Exploitation and Exploration, that it is inspired by the “Museum Wearable concept” as well as was developed by the Massachusetts Institute of Technology (MIT Lab/Future in Performance), that offers to create new forms of entertainment and enhanced information, closer to the enjoyment of Cinema than to the traditional museum experience.

With the A.R.C.H.E2 system it offers the possibility of enjoying the Arts and History heritage in an innovative way, combining information and history with fun and entertainment, i.e. by creating new formats of Cultural Theme parks or Multimedia Museums.

Hypgnosis Fx in brief

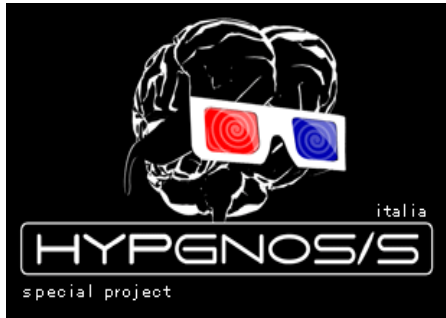
Hypgnosis FX is a digital visual effects studio founded in Canada by John Gordon Attard in 2006.

John G. Attard

John is one of the industries principal figures in Computer Graphics development and production for Film.

With over 15 years experience he has proved an invaluable asset to every company that he has been involved with.

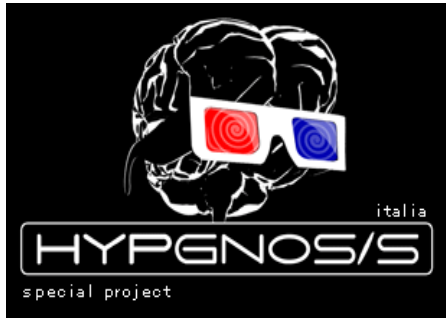
Born in Keighley, UK in 1969, John was formally trained at UMIST University in Manchester studying Computation. He additionally holds an Honorary Doctorate



with the Suor Orsola Benincasa University in Naples, Italy where he offered lectures on Advanced Computer Graphics Techniques for Film and Television.

John is the founder of Hypgnosis FX, a Montreal-based company offering high-end Visual Effects services for feature films, television and commercials. Hypgnosis FX creates its own Visual Effects and 3D Animation. After only 1 year of existence, the company employs 17 full time CGI artists and is growing at a steady pace. John's unprecedented knowledge and renowned reputation in the visual effects and the movie industry has given Hypgnosis the competitive advantage it needed in establishing itself within the market. Today, Hypgnosis has embarked on many local and international projects, providing pre-visualization, supervision, visual effects and 3D animation for major feature films and television programs.

John brings a wealth of expertise to Hypgnosis, having preened his experience from varied levels in the industry. His illustrious career in computer graphics began in 1991 and has provided him with a deep understanding of all the roles needed to produce high quality effects and effective work strategies. He gained hands on experience starting as an animator for projects such as Starship Titanic for Douglas Adams as well as lending 3D expertise in films such as Lost in Space, and honing his consultancy skills on Avalanche. Thereafter, he worked as a Technical Director and animator for Pison Ltd., a Software house in the UK. Developing tools for Softimage 3D at Pison, John was involved in the creation of software for films such as Fade to Black and the Gladiator.

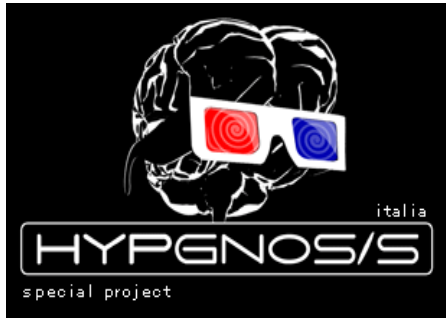


John, as the Head of Production for Big Bang Studios in 2004, led the internal research and development team to create a full digital animation pipeline. He grew the company from just 13 employees to over 50 in a short time, increasing company revenues exponentially. Prior to his success at Big Bang, John was the Technical Product Manager at Soft Image, where he single handedly designed a software application which opened up the world of 3D content creation. In addition, his role involved Product Design, Research and Development, Product Management and Marketing.

In 2001, John was leading the Avtoma Evolution, overseeing the three headquarters of Avtoma and piloting the company and the Avtoma team's new approach to digital film making towards global success. He was CEO of Avtoma Los Angeles, President of Avtoma Montreal and the head of CGI for Avtoma Milan.

Joining Chinatown (Milan, Italy) in March 2000, John founded the 3D effects department that was originally made up of only two people and grew it to over 15 strong. In his role as Visual Effects Supervisor, John led the 3D Animation division to become one of the most sought after post production houses in Milan as well as the biggest 3D company in Italy offering the European community a serious Italian alternative for post production and special effects issues. It is from this department that Avtoma has evolved and under his guidance becoming a global reality.

Today, John prides himself in his achievements which range from working as a visual effects artist on Ridley Scott's 'Gladiator' which won the Academy Award



for best visual effects, to working as a visual effects consultant on ‘The Last Samurai’. Other films include ‘Black Hawk Down’, ‘Tomb Raider’, ‘Harry Potter and the Sorcerer’s Stone’, ‘Pitch Black’ and Disney’s ‘Holes’. Finally, John brings all this experience and expertise to his own VFX House.

Hypgnosis Fx as currently managing many digital projects for Cinema, Tv serials, and special projects.

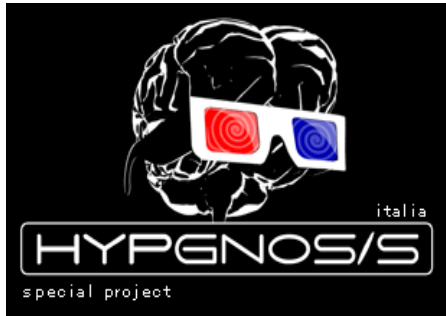
Among the 18 full time employed people of Hypgnosis FX staff, other company’s key figures are.

Vince Di Clemente

Vince Di Clemente has been involved in filmmaking for over twenty five years in a variety of capacities including Producer, Production Executive, Screenwriter, Assistant Director, Editor, Post Production Supervisor and Cameraman.

As a Production Executive on several major motion pictures, his responsibilities included the development of these projects, production supervision with an emphasis on post production and creative input which was integral to fine-tuning the project before, during and after principal photography.

Among his extensive list of film credits, Vince has worked on several specialty productions for the Imax Corporation and The Walt Disney Company that were showcased at various international exhibitions such as Vancouver Expo '86 and the Sapporo World's Fair in Japan along with several pavilions at Disney World in Los Angeles, Florida and Paris. He has worked closely with major



international film stars and personalities including Robert Mitchum, Leslie Nielsen, Sterling Hayden, Kate Jackson, Elliot Gould, Lee Majors, Rich Little and Howie Mandel.

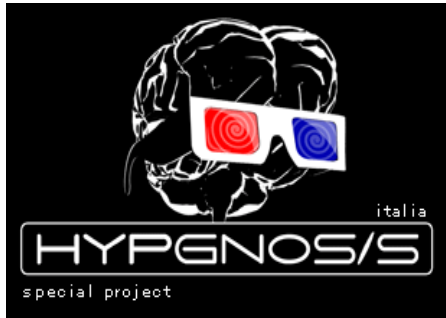
Recent feature films that Vince has been involved with are: 2001: A Space Travesty, a \$19,000,000 (US\$) comedy starring Leslie Nielsen; Protection with Stephen Baldwin; One Way Out with Jim Belushi and Dorian with Malcolm McDowell.

Vince is a member of the Writers Guild of Canada and has written several screenplays that are in various stages of development. He recently spent over a year translating and adapting into English a French manuscript entitled “The Hotel Martinez” which is being considered for publication by Random House, New York. He has just completed a major rewrite for a Russian producer on a film entitled The Star of Semiramis with a budget of over 20 million dollars. Vince has also script-doctored several produced feature films as well as written additional dialogue and scenes for such films as C’Est Pas Moi! C’Est L’Autre!, The Lost World and 2001: A Space Travesty.

Vince is currently a producer for Hypnosis FX in Montreal, a high-end motion picture visual effects house, and is developing their production arm, Diecenove Films, which has several theatrical motion pictures in development.

Alexandre Samokhvalov

(Alex Patta)

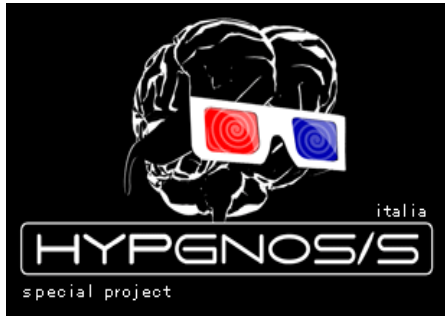


Alexandre Samokhvalov (also known as Alex Patta) has been involved in filmmaking for six years starting from the position of the stunt performer (Power Corps, Project Icarus, Camping Savage, Out of the Barn, Le Survenant), military supervisor (War in Korea), stunt coordinator (Looking Down, Thunder gates, Leningrad, Commando2, Black Pathfinders, Apocalypse Code), associate producer (Eternal), Executive producer (Service Like This - in preproduction). He organized a stunt team in Montreal (“Shadow Squad”), which gathered several stunt performers from Montreal, Toronto, Vancouver, Los Angeles. Over just two years the team members have been working on several projects in Canada (including the Zack Snyder’s feature film “300”), Norway, Italy, France, Ukraine and Russia.

He is one of the founders of the Action Art Inc. - company based in Moscow (Russia), and specialized on the development of Action scenes and stunt work. Action Art is the only company on the Russian market, which represents three Canadian companies: Dream Pod Entertainment, SL Armoury and Hypnosis FX. All together they cover most of the action aspects in the filmmaking : Stunts, Visual Effects and Special effects and props and accessories for the stunts.

Recently Action Art started to produce 8 Episode TV film (Service Like This) under the contract with 1st Cannel of Russian Television, and became fully functional production company.

Alexandre understands the importance of tight cooperation between stunts and Visual effects and he is a partner in Canadian VFX company Hypnosis FX .



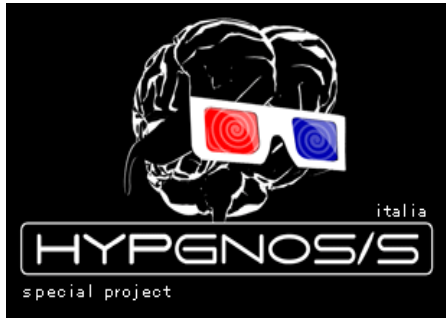
Using his ex-military experience, he has a unique knowledge of the organization of the combat scenes with the involvement of combat vehicles and helicopters. That experience has been used in the project “Thunder gates” (1st Channel 4 episode TV film, Russia 2007), where became possible to combine powerful explosions with stuntmen and low flying military combat helicopters in one frame, making it safe for the production and spectacular for the audience, to organize stunt jumps, using heavy armored airborne vehicles and get all the trust and permits from the military Department in order to make it all possible. Taking part in and organizing the involvement of the expensive military equipment in filmmaking, buy precise calculation and planning of every scene is one of the specializations of Alexandre .

Alexandre has a solid reputation as a stunt coordinator on the Russian market. He currently works in the position of Action Director for the project “Black Pathfinders” (in postproduction, released in autumn 2007), for project “The Man from the East” (in production), as Stunt Coordinator for (“Born in USSR” - in production).

Esteban Cassagnet

With almost 20 years of experience in visual effects production, Esteban has become one of the most sought-after animation and visual effects line producers in the industry.

He began his career as an animator when he joined the first 3D visual effects company in Argentina, CNC. He then moved on to the largest Media Group in



Argentina, TELFE, where he was integral in establishing their in-house 3D & post-production facility. His team set the standard for promos and corporate communications by creating an original campaign for the media giant that lasted 6 years and was copied by every other TV station in the country.

After several years as Sales & Product Manager for SGI Argentina, he started his own company, AMINOPLIS SRL, partnering with companies such as SGI, Quantel, Optibase and Ross Video among others to provide services for the entertainment Industry.

After 5 years in sales and project development, he went back to television, producing 3D animation and computer generated visual effects for other countries such as Ecuador, Mexico and Canada.

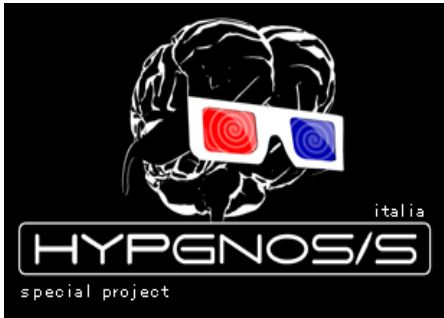
In 2004 he moved to Quebec to join Big Bang Studios as a Line Producer overseeing the Emmy Award nominated animation series “Meteor, the Monster Truck”.

He is presently with Hypgnosis FX, overseeing a 78 part 3D animation series entitled “Podcats” for France 3.

Joaquin Habacon

Joaquin has been working in the animation industry for close to 10 years as a versatile 3D animator knowledgeable in the latest animation software and technology.

He studied computer science at Carleton University in Ottawa and went on to pursue a degree in computer animation and design at Sheridan College, a



prestigious visual arts school in Oakville, Ontario.

Joaquin then joined the artistic team at Medeainc, a 3D studio producing animation programs for The Discovery Channel. He then went on as a freelance artist working on several independent productions such as “The Multiple Selves of Hannah Menard”, a short film which garnered excellent reviews at several festivals including the Toronto Film Festival.

In 2003, Joaquin went to work at Big Bang Animation where he was a key 3D artist on the Emmy Award nominated animated television series, “Meteor, The Monster Truck.”

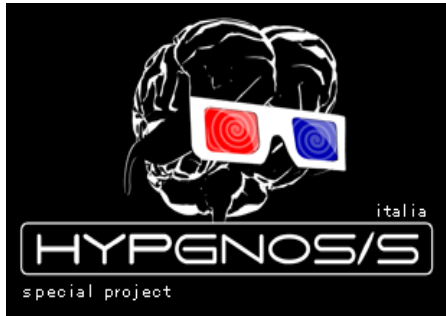
Joaquin is presently working for Hypgnosis FX in Montreal as a lead CG artist on Podcats, a 78 part television animated series for France 3

Jalal Tchelebi

Jalal Tchelebi has been working as a 3D computer artist for the past 5 years. He began his career at 4 Elements Studios in Montreal as an animator creating cinematics on several videogames such as Army Men and Shifters of Might and Magic.

In 2002, he joined the team at Tube Image Studios, still in Montreal, where he worked as an key animator on the 3D animated television series, Fred the Caveman, directed by Rudy Bloss, a key CG artist at ILM.

Jalal went to work for Big Bang Studios in 2003 as lead 3D animator on the Emmy Award nominated TV series, “Meteor, The Monster Truck”.



While at Big Bang, Jalal created visual effects for the IMAX movie Operation Red Flag

Today Jalal is a lead CG designer and 3D animator at Hypnosis FX.

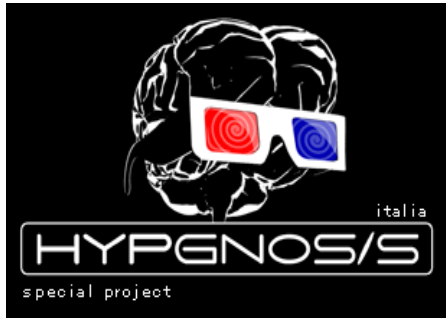
Vittorio Alberto Dublino

Vittorio Alberto Dublino, born in 1961 in Naples, Italy, is an adviser in strategic marketing for the development of new business in the valorization of the cultural assets by means of the application of new digital creative digital technologies.

Since 1995, participating in the program of research "Umanesimo & Tecnologia", promoted by the University Orientale of Naples, focused his studies on Digital Culture.

In collaborating with Institutions of government has worked in the definition of social programmes with the aim to contribute to the development of the Society of the Information.

In 2003 he defined the plan "PDCo45 - Promoting Digital Cultures over 45", introducing, with the scientific collaboration of the Suor Orsola Benincasa University in Naples, the concept of "Mediator of the Digital Culture" a new professional figure created to contrast the phenomenon of the cultural digital divide in order to facilitate the development of the Information Society in all the population.



Vittorio is currently offering a teaching for Suor Orsola Benincasa University in Naples, on Digital Culture for the professional course "Mediator of the Digital Culture".

Vittorio co-founder of Hypgnosis Fx Italy is taking care of the marketing research for the development of the platforms **A.R.C.H.E²**, that will be developed with the parent company Hypgnosis Fx Canada, in order to implement digital Cultural Contents for historical theme parks.