Multimedia
and Digital Entertainment
Canada:
The Future Is Here

It's a multimedia world in the 21st century — and Canada offers tremendous expertise across the entire multimedia spectrum:

- Animation and special effects
- Visual effects and post-production
- Web marketing and business applications
- Education and training
- Video and computer games
- Tools and platforms
- Hardware

Hollywood's "wow" factor

In this era of virtual reality, film production would be impossible without Canadian expertise. When it comes to animation and special effects, Hollywood relies on Canadian multimedia magic. Canada is a leader in special effects and film animation software. We're home to world-renowned development facilities for companies such as **Softimage** (Avid), **Side Effects Software** and **Autodesk**.

And the multimedia Oscar® goes to Canada...again!

For years, almost every film nominated for an Academy Award in special effects has relied on Canadian-developed technology to weave its spell. Films such as *King Kong*, *The Lord of the Rings* trilogy, the *Harry Potter* series and *The Chronicles of Narnia: The Lion, the Witch and the Wardrobe* all used Canadian multimedia solutions. Canada's **Side Effects Software**, with its Houdini 3-D Animation Tools, has been twice honoured for its technology by the Academy of Motion Picture Arts and Sciences.

Emmy® Engineering Award winning

Toon Boom's software allows major Hollywood studios to give life to their creativity, with features for digital ink-and-paint, scene planning, effects, compositing and seamless 2-D and 3-D integration. Prestigious productions done with Toon Boom technology include *Les Triplettes de Belleville*, *Looney Toons: Back in Action*, *The Rugrats Movie*, *The SpongeBob SquarePants Movie* and *Curious George*.

It's how we play — Canadian!

Video and computer games have stormed into the big leagues of ICT economics — with estimated total worldwide revenues in 2005 of $25.6 billion. Gaming is now in the same league as other entertainment industries such as music and movies. Canada is a major force in the game sector, producing some of the most popular game titles for Sony PlayStation®, Microsoft Xbox™, and Nintendo GameCube™ and GameBoy® Advance. Canada is also a market leader in massively multiplayer online gaming for the web.

Here are some examples of our success:

- **Bioware** creates computer and console video games. Its *Baldur's Gate* series is one of the best-selling games ever. Upcoming new titles include *Mass Effect™*, to be published by Microsoft for the Xbox™.
- **Electronics Arts Canada**'s portfolio includes global sports blockbusters from its EA SPORTS™ brand, including *Madden NFL*, *FIFA* and *NBA Live*.
- **GameLoft** offers a huge catalogue of games for download to mobile phones, including *King Kong*, *War of the Worlds*, *Midnight Pool* and *Prince of Persia: Sands of Time*.
- **Radical Entertainment** has produced games under licence, based on sources such as *The Simpsons* and *The Hulk*.
- **Ubisoft** employs a large number of highly skilled workers at its Montréal studio, producing mega hits including *Splinter Cell Essentials*, *Drakengard 2* and *Ghost Recon: Advanced Warrior*.

"Canada's cultural diversity and intellectual talent provided us with a perfect location to develop our game software for a global marketplace."
– Yoichi Erikawa, Founder and Chief Advisor, KOEI Co., Ltd.

It's how we learn

Canadian multimedia is setting new standards in courseware design, edutainment, consulting and flight simulation. For business, Canada provides instructional solutions for the transportation, communications and manufacturing sectors.

Canada

- **CAE** is a world-leading manufacturer of full-flight simulators for all major aircraft types.
- **Kutoka Interactive** develops award-winning interactive educational materials for children. Kutoka Interactive products are found in more than 40 countries and in 123 different languages.
- The **NECTAR Foundation** develops state-of-the-art curriculum-based multimedia software for mathematics, languages and science education.
- **VitesseLearning** is the largest independent business in the North American customized learning marketplace.

Canada educates the best

Where does Canadian multimedia savvy come from? Our people — who have learned their skills thanks to our world-class educational system. Canada's professional schools and educational institutions offer more than **100 new media programs**.

The Art Institute of Vancouver, with its centre for Digital Imaging and Sound, is a multi-million dollar facility that trains more than 1300 students a year. Its graduates are employed worldwide.

The Great Northern Way Campus in British Columbia is embarking on the development of a professional master's program in Digital Media.

Ontario's **Sheridan College** is the third-largest classical and computer-animation school in the world. Hollywood studios like Industrial Light + Magic, Pixar Animation and Disney all regularly send talent scouts (and endowments) to Sheridan College.

Founded in 1992, the **National Animation and Design Centre** of Montréal enjoys an enviable international reputation in digital animation and effects training.

"Canada has always been a great place to live. Now, with the dramatic changes over the last few years, it is also a great place to invest and work. Coupled with the strengths of the people and the strong quality of life that exists, I can't think of a better place in which to grow our operations."
– Paul Lee, President, Electronic Arts Worldwide Studios

Canadian multimedia synergy multiplies creativity

Canada's educational institutions provide state-of-the-art research and incubation facilities. Montréal, Toronto and Vancouver are all home to dynamic multimedia technology hubs, with emerging centres sprouting up in Winnipeg, Edmonton, Calgary, Saskatchewan and Atlantic Canada.

- **Fortune Cat Games Studio** is a not-for-profit game software development incubator program.
- **Frantic Films** provides state-of-the-art visual effects, 3-D animation, and both post- and live-action production.
- **HB Studios** specializes in creating computer and console video games, such as *Rugby '06* and *FIFA Street 2* for Electronic Arts Sports.
- **TransGaming**'s software portability products allow game developers to develop games for one system and deploy them across multiple platforms.

- **XYZ RGB** commercialized 3-D technology developed by Canada's **National Research Council** to make the digital models used in films such as *King Kong, The Lord of the Rings: The Return of the King* and many more. Its affiliate company, **XYZ Imaging**, is the first company to develop large-scale full-colour holographic posters.

There's more to multimedia — it's how we work

Canada has shown the world how to use multimedia to design and deliver superior interactive experiences for business applications and web marketing. Our software products for the design industry can be adapted to meet specific customer needs.

- The Autodesk (formerly Alias) AliasStudio line manages workflow from concept sketch through to engineering — and is used by BMW, Designworks USA, Nokia and General Motors.
- Blast Radius designs Internet customer experiences for leading global brands such as Nike, Nintendo, BMW, Aeroplan, Heineken and Sony.
- Eccentricarts specializes in web strategy, design and development. Its state-of-the-art webware includes FlashMX and ColdfusionMX.

A culture of success — where your company can shine

If your company is not already doing business in Canada, maybe it should be.

Why not take a look and see what we have to offer:
- Partnerships,
- Strategic alliances, or
- A progressive business environment in which to set up your own operation.

We've got the people, the technology and the business environment.

> CANADA — A SNAPSHOT OF SUCCESS

Talented and Dynamic: More than 2300 Canadian multimedia firms employ 18 000 highly skilled workers generating annual revenues of more than $3.5 billion. Small, dynamic firms are the dominant force in the industry. Ninety-one percent of our companies are privately held.

Strengths: Video and computer games, animation and special effects, education and training products, tools and platforms, and corporate applications.

Become a part of Canada's multimedia success

Experience the future today!

For further information, visit our website:

www.strategis.gc.ca/ICT