



BrainForest Digital introduces HyperReal®, a revolution in Animatic Production.

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BrainForest Digital Animatics has revolutionized the animatic production industry by developing HyperReal®. HyperReal® is a new style of 3D animatic designed from the ground up to be a better presentation tool.

PR9.NET March 06, 2008 - Westlake Village, CA - HyperReal is a new way of producing animatics and artwork for storyboards. It is completely digital and offers clients a more realistic end result which helps get their ideas across better. HyperReal's name comes from the realistic film quality look of the characters and sets. Whether the actors are "real people" or Scrubbing Bubbles, BrainForest Digital has found a way to deliver amazing work under tight deadlines.

"Since its introduction, we have seen many of our clients change from the use of conventional animatics to HyperReal®," said Joe Matamales, BrainForest Digital's director, "they see HyperReal® as the next big evolution in animatics and they know it makes their ideas stand out."

In addition to their cutting-edge conventional animatics, BrainForest Digital has developed HyperReal®, a full digital 3D animatic that will someday become the standard in the industry. In the future, all animatics will be this advanced, but for now the only place to find HyperReal® Animatics and Artwork is at BrainForest Digital.

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About BrainForest Digital Animatics

BrainForest Digital is an animation studio that specializes in producing animatics for the broadcast, film and game industries. Twelve years ago, they jumped to the top of the Animatic Production Industry by inventing MacAmatic™, a technique for producing animatics on Apple Macs. They stay ahead of the curve by innovating new techniques like HyperReal®.

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