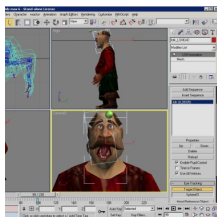


18 August 2008

By: Denisa Ilascu, Internet / SEO News Editor



Facebook users will have the possibility to make a joint 5-minute animation film lifemi

[Facebook Users Invited to Mass Animate](#)

By Intel and other partners

Intel will provide Facebook users with all the necessary resources necessary in order to create a professional 5-minute short film, using the latest technologies. Several users will take part in the project that is to start this fall. Requirements details will be offered as soon as Mass Animation is put into practice. Users have to create, according to a schedule and a distribution on criteria that will be disclosed as soon as the subscription period begins, small parts of a computer-animated movie. The participants will be given the possibility to download, free of charge, an evaluation version of Autodesk Maya Unlimited, a program specialized in computer design and animation. After they finish their work, Reel FX Entertainment, an animation studio that is a partner of Intel and Facebook, will assemble the parts into a 5-minute short film. This will be displayed on an especially created [webpage](#) on Facebook. Certainly, such a project needs coordination, because even great minds, when they have to work to attain the same objective, don't always have the ability to act as a team. Yair Landau, former vice chairman of Sony Pictures Entertainment and president of Sony Pictures Digital, boasting years of experience in the field of computer graphics and animation, will be the producer and director of the movie. "Mass Animation combines original computer-generated animated storytelling with social networking in a powerful, new way," Landau said. "With such partners as Intel, Autodesk, Reel FX Entertainment, Aniboom and Facebook, we will reach so many talented animators who might not otherwise have access to this community of imagination and artistry. This project is the future of creative collaboration." Intel will put some of its latest processors at the disposal of the participants, as computer animation requires great resources in order to render images at a good pace. "This is a great opportunity to bring together computer graphics with the creativity of both Hollywood and the Facebook community," said Michael Hoefflinger, general manager of Intel's Partner Marketing Group. Details on the project will be disclosed in the near future, on the official webpage of Mass Animation.