



MR. X CREATES DIGITAL WORLD FOR DEFAULT'S WASTING MY TIME MUSIC VIDEO

TORONTO, CANADA - August 20, 2001 -- Mr. X, Inc., which specializes in digital visual effects for feature films and music videos, has completed the photo-realistic computer generated effects, compositing and online conform for riff-heavy and unrepentant rockers Default's first music video *Wasting My Time*. Directed by Noble Jones, the 4:25 video for TVT Records (Toronto, ON/New York, NY), began airing in Canada on MuchMusic, and was featured as "The Big One", in late July. It will be released in the U.S. to music networks in late October/early November.

Mr. X's forte is photo-realistic cg, matte painting, vfx compositing and film or HD resolution postproduction. The artist driven studio is equipped with a rare mix of technical and creative individuals who possess expert knowledge of the latest imaging technology and are intent on pushing the limits and making the impossible possible in the digital realm.

Wasting My Time is the third collaboration for Mr. X and Director Jones having recently completed music videos for Doyle Bramhall II and Smokestack's *Green Light Girl* and Sugar Jones' *How Much Longer*.

The music video opens with a beautiful young woman standing at a busy intersection, anxiously eying her watch. The city streets buzz with activity. She glances at her wrist and the camera plunges into the face of the timepiece. The camera seems to dive through the glass lens to find Default performing in the center of a massive, mechanical CG theater in the round. The second hand pulses overhead laying dramatic shadows on the members of the band. The walls are laid out like digits with silver blocks indicating the seconds; within this world, they become design elements that turn a simple watch face into a spectacle. Dramatic angles catch the world outside, and the cityscape, distorted by the watch lens and the movement of the hands, is visible. All the while a young man races through the busy streets desperate to get to the girl. As he runs, the world slows, people and traffic block his path. Impatient, she turns to leave, but stops as his hand reaches for hers. It's Dallas Smith, frontman for the Vancouver quartet.

Mr. X designed and created the unique world in which the band comes to life. The band performance was shot green screen and Mr. X matched all photographed camera angles and lenses and rendered a photo-real backdrop for over 150 shots. The challenge was to create the environment in ultra close-up detail, yet adhere to the director's stylistic goals of a clean, high-key setting. In addition, Mr. X executed effects including digital flares,

blurs and custom shot by shot color correction in flame*.

More and more, directors are relying on digital content providers to help tell their stories. “Noble Jones is one of the few directors who has mastered the digital process. He’s got the visual shorthand, the design references, is excellent at communicating his vision and comfortable enough to give us the freedom to take it to the next level. He trusted us to actually help him tell his story. These are the types of collaborations that are going to be successful,” stated Mr. X President Dennis Berardi, who served as producer for this project.

Dennis is a perfectionist and an invaluable collaborator. I absolutely trust him to take care of the technical elements and to maintain the aesthetic level of a project. Every member of his Mr. X team collaborated from design through delivery and I think it made a better product, and it certainly made the process more enjoyable. Dennis said we “went to school” with this project. It was difficult to produce an entirely cg environment on a micro level that has very specific references. The dive into the watch was technically difficult and flawlessly executed. Mr. X turned the interior of a watch into an arena, a la Gladiator. I always look for an opportunity to work with Dennis and his team because I can walk away and say “oversee it” and know that it will be perfect,” added Jones.

The Mr. X creative team was led by 3D Animator/Designer Sean Cohen and flame* Artist Aaron Weintraub, and included 3D Animators Shane Glading and Brian Anderson; VFX Compositor Marco Polsinelli and Matt Steeves; and company President Dennis Berardi, who produced. Mr. X utilized Discreet Logic flame* for compositing, Shake for additional keying and compositing, and Alias|Wavefront’s Maya for 3D modeling, texturing, lighting, animation and final rendering.

The project originated and was handled by The Revolver Film Company (Toronto, ON) and Director/DP Noble Jones who headed a production team that included Executive Producer Jannie McInnes and Producer Mark Hesselink. It was lensed on the streets of Toronto. Representing TVT Records was Canadian Video Commissioner Rebecca Black, and U.S. Video Commissioner Leonard B. Johnson. Mark Morton of School Editing (Toronto, ON) edited the video, with an assist from Nathan Shields. Colorist Walt Biljan of Toybox (Toronto, ON) was responsible for the film-to-tape transfer.

For additional information or to see a reel contact Mr. X, Inc., 35 McCaul Street, Suite 303, Toronto, Ontario, Canada, M5T 1V7; phone (416) 595-6222; fax (416) 595-9122; or visit the Mr. X web site at www.mrxfx.com