FOR IMMEDIATE RELEASE

Mr. X Gotham Launches in New York City

Supervisor/ Producer Eric J. Robertson to Lead Feature Film VFX Operation

New York, NY - August 7, 2012 – Mr. X Inc. and Eric J. Robertson have teamed up to launch a New York City outpost of the premier visual effects firm. Focusing on high-end visual effects for the New York feature film market, Mr. X Gotham will be a creative storytelling laboratory, spanning visual effects genres from the narrative and invisible to spectacular effects for tent-pole thrillers.

Robertson, a 20 year veteran of the film industry, has worked on more than 60 feature films. His experience working both as a freelance studio supervisor and as a vendor has given Mr. Robertson perspective on both the artistic endeavor as well as the business and financial aspects of filmmaking.

As an expansion of Mr. X Inc. Toronto, Mr. X Gotham will implement the sophisticated and mature VFX pipeline developed by Dennis Berardi over the past decade. "From the onset, Mr. X Gotham will be capable of executing the technically difficult visual effects required for film production," said Mr. Berardi, founder and president of Mr. X Inc. "Our New York company will be solely dedicated to feature films; an artistic-centric enterprise specializing in this unique and uncompromising pipeline." These technical capabilities include the creation of photo real digital humans, CG creatures, and natural phenomenon such as fire and water in both traditional 2D and 3D stereoscopic formats.

Mr X Gotham is positioned to take advantage of new tax credits enacted by New York State for the film industry. Signed by Governor Cuomo last month, the new plan increases the tax credits from 10 to 30 percent for all qualifying post-production work done in New York City. In addition, the credits now apply to films that were not shot in New York, allowing productions that shoot in other states and abroad to bring their post-production work home to New York and still take advantage of the tax credits.

About Mr. X, Inc.

Founded by Dennis Berardi in 2001, Mr. X is a digital studio specializing in feature film animation and visual effects. By collaborating with filmmakers from pre-production through post, Mr. X helps to define the look and feel of a film. Mr. X has facilities in Toronto and New York with a combined staff of over 175 filmmakers, artists and programmers. For more information, visit www.mrxfx.com

Contact:
Eric J Robertson
ejr@mrxvfx.com
(212)993-7878

###