

STUDIO 100 MEDIA FOUNDS "STUDIO ISAR ANIMATION" IN MUNICH

- **"Studio Isar Animation" opens this October with workstations for up to 40 artists.**
- **As a service provider, the new studio also performs CGI work such as modelling, texturing, shading, lighting, FX, compositing and rendering for third parties.**
- **The first project of "Studio Isar Animation" will be the third feature film of the world's most famous bee: "Maya the Bee - The Golden Orb".**

Munich, July, 31st, 2018. The production company Studio 100 Media founds its own animation studio in Munich. With workstations for up to 40 artists, Studio Isar Animation will be responsible for CGI work such as modelling, texturing, shading, lighting, FX, compositing and rendering for the company's own film productions. In addition, it also offers its services for commissioned works by third parties and co-productions. Together with its own animation studios Flying Bark Productions in Australia, Studio 100 Animation in France and Little Airplane Productions in the USA, the Studio 100 Group can now provide all segments of upcoming film productions completely in-house. The animation studio is set up in Neumarkter Straße in Munich, the headquarters of Studio 100 Media. The opening of "Studio Isar Animation" is planned for October this year.

Ulli Stoef, CEO of Studio 100 Media AG, says "We are extremely pleased to announce the founding of Studio Isar Animation. It is the next logical step for the strategic development of the Studio 100 group to have our own CGI animation studio here. It allows us to realize future projects most efficiently, to bundle expertise at the Munich location and it grants us independence as a film producer".

Thorsten Wegener, producer at Studio 100 Media AG, "With Studio Isar Animation, Studio 100 Media continues to open up for co-productions and co-financing of new feature film projects by third parties. With regard to Studio 100 Film, our own sales department for international animated films, we now have the opportunity to offer our partners all steps from the idea to development, production and international distribution from a single source".

Georg Eisenreich, Bavarian Media Minister, is also pleased about the step: "Studio 100 Media AG's decision to expand its activities in Munich is not only a positive signal for the film location. It also shows that our location strategy of promoting digital film production is bearing fruit. I am looking forward to many animated films being made in Munich. Munich is on its way to becoming a leading location for animation and VFX."

FFF Managing Director Dorothee Erpenstein: "The fact that Studio 100 is founding its animation studio here shows how satisfied the production company is with our location. Last but not least, I am particularly pleased about the new jobs for 40 artists, which will make Munich even more creative".



As a first project, "Studio Isar Animation" will take over the CGI works for the feature film "Maya the Bee – The Golden Orb" (WT, completion planned for 2020). Studio 100 Media will produce the third theatrical film about the famous bee with Flying Bark Productions. The film has already been pre-sold internationally, including to the USA, France and Poland. The FFF Bayern supports the production with 1.57 million euros in the International Co-Productions funding programme.

About Studio 100 Media

Studio 100 Media is an international production and distribution company within the children's and family entertainment sector. Based in Munich, Germany, the company is a 100 percent subsidiary of Belgian firm Studio 100. The Company develops and acquires new content, engages in co-production and co-financing activities and is also responsible for the international distribution of its own and third party rights. Studio 100 Media's business model is the perfect vertical and horizontal integration of its IP's. In marketing its license rights the Company pursues a global strategy within sectors ranging from Content Distribution, Licensing and Home Entertainment through to Theatrical Movies, Stage Shows and Theme Parks. www.studio100media.com

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