

Press Release

Park Road Post Production wins an IBC2013 Innovation Award with leading Technology Partner SGO

SGO Mistika's Unique workflow helped to produce world's first HFR Stereo 3D in The Hobbit Trilogy

IBC2013, Amsterdam, 20th September 2013 - **SGO** is thrilled to announce that **Park Road Post Production** won an IBC2013 Innovation Award for their pioneering work on "*The Hobbit: An Unexpected Journey*", a production of New Line Cinema and Metro-Goldwyn-Mayer Pictures (MGM) – the world's first High Frame Rate Stereoscopic 3D feature film – directed by Peter Jackson. Arguably one of the most significant developments in the last 80 years of cinema, Park Road - with technology partner SGO - spearheaded innovation throughout the acquisition and post production pipeline that provides new creative opportunities to all filmmakers, and a new exciting experience for film audiences.

The IBC Innovation Awards recognise those who have made a real contribution to the industry and whose expertise has had a positive impact on its future direction. The award goes to the end user who has brought together a technology partner and collaborator to realise a creative, commercial or technical goal. The project was selected from over 200 entries, winning in the Content Creation category. In addition, the 2013 IBC International Honour for Excellence was presented to movie director Sir Peter Jackson.

Miguel Angel Doncel, SGO's CEO outlines his company's participation in the delivery of *The Hobbit: An Unexpected Journey* by stating, "We are aware that a post production company of Park Road's stature, when making a film with a world-class director like Peter Jackson, could choose any technology partner they wanted. The fact that they put their trust in SGO's Mistika technology, and that we delivered all the functionality they needed to create such a ground-breaking production, will forever be a great source of pride for us. We have immense gratitude to Park Road for their inspirational support and extensive feedback. The results are breathtaking, and have made movie history." Miguel adds "As the entrant and Park Road's technology partner of the awards, we congratulate them and are honoured to be a part of this well-respected accolade. This is a great achievement and SGO is very proud to have played a key role. We look forward to continuing the great relationship we have built with their incredible team for many more years to come."

Park Road Post Production's Head of Technology, Phil Oatley says "The recognition extended by IBC for the extraordinary work done to bring *The Hobbit: An Unexpected Journey* to cinemas worldwide in HFR-3D is a real honour. Partners all around the world made this technical feat possible. Undoubtedly however the core of our entire pipeline was enabled by the dedication, support and innovation of the team at SGO and use of the Mistika as our primary platform. We are thrilled to see the amazing work achieved by Park Road, SGO and all our innovation partners recognized."

Geoff Mills, SGO's Director of Global Sales & Operations comments "I am absolutely delighted that this momentous project has received this recognition, which reinforces the fact that Mistika is revolutionary and an award-winning investment for creative and ambitious companies such as Park Road. The film is testament to Park Road's exceptional creative and technical ingenuity, as well as their determination to make technology accommodate creative intent. Park Road have leveraged SGO's Mistika platform to achieve this next generation movie-going experience. We would also like to thank IBC once again for this award."

The result of the collaboration between Park Road and SGO is that a new standard for feature films is now available. While HFR might not suit every project, it now provides a new customer experience and innumerable creative possibilities for film-makers to enhance both the audience's comfort and the perception of realism in their films. **It is for this reason that SGO felt honoured and compelled to nominate Park Road Post Production to win an IBC Innovation Award this year.**

Further information about the awards visit IBC's Awards page <http://www.ibc.org/page.cfm/link=105>

SGO showcased the Mistika post production system again at another highly successful IBC at The RAI in Amsterdam from 13 – 17 September.

ABOUT IBC

IBC is the premier annual event for professionals engaged in the creation, management and delivery of entertainment and news content worldwide. The event's unparalleled exhibition and agenda setting conference encompass the very latest developments in broadcasting, mobile TV, IPTV, digital signage and R&D making it essential for everyone's understanding of the industry and its future. www.ibc.org

ABOUT THE HOBBIT: AN UNEXPECTED JOURNEY

The Hobbit: An Unexpected Journey is the first in Peter Jackson's highly anticipated trilogy adapting the enduringly popular masterpiece *The Hobbit*, by J.R.R. Tolkien. The screenplay for *The Hobbit: An Unexpected Journey* is by Fran Walsh & Philippa Boyens & Peter Jackson & Guillermo del Toro, based on the novel by J.R.R. Tolkien. Jackson also produced the film, together with Carolynne Cunningham, Zane Weiner and Fran Walsh. The executive producers are Alan Horn, Toby Emmerich, Ken Kamins and Carolyn Blackwood, with Boyens and Eileen Moran serving as co-producers. New Line Cinema and Metro-Goldwyn-Mayer Pictures (MGM), Present a WingNut Films Production, *The Hobbit: An Unexpected Journey*. All three films in The Hobbit Trilogy, also including *The Hobbit: The Desolation of Smaug*, and the final film, *The Hobbit: There and Back Again*, are productions of New Line Cinema and Metro-Goldwyn-Mayer Pictures (MGM), with New Line managing production. Warner Bros. Pictures handled worldwide theatrical distribution, with select international territories as well as all international television distribution handled by MGM.

ABOUT PARK ROAD POST PRODUCTION

A premier post production facility located in Wellington, New Zealand. Developed by filmmakers for filmmakers, Park Road offers a relaxing and inspiring environment for filmmakers to realise their vision. Park Road was established as a one-stop shop with world-class integrated picture and sound departments all under one roof. Park Road is uniquely placed to supply all post services for any feature from on-set support, rushes, stereoscopic alignment, digital intermediate, foley and sound mixing through to the final completion of all film and digital deliverables for distribution. Visit them at www.parkroad.co.nz

ABOUT SGO

An established European developer of leading high-end solutions including its flagship DI and Stereo 3D finishing system Mistika, and on-set application Mistika Live for the post production and broadcast industries, supported by specialist technology partners such as HP and NVIDIA. A global company, SGO continues to expand with offices and reseller partners across the world. Visit them at www.sgo.es

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