



# MATRIX

## DESIGN ► ANIMATION

VIDEO & AUDIO PRODUCTION & POST

HUH?

HOME BASE

COMPANY HISTORY

FACILITIES

AMAZING PEOPLE

PROJECT CASE HISTORIES

HAPPY CLIENTS

VIEW OUR SHOW REELS

CONTACT US

### Matrix is a high-end digital animation house.

We've been around for quite a while. But it's only in the past few years that we have set our site on the advertising marketplace. Our success in this area has been swift and, if we do say so ourselves, pretty awesome. We are getting repeat business from some of the hottest and better independent producer agencies in town. And because of our creative capabilities supporting animation, we're also picking up a lot of really interesting direct projects. A lot of our clients keep telling us how good we are. How fast we are, and best of all, how cost effective we are. How good?

Which means you're probably going to want to find out more about us.

**So by all means read on.**

VIEW SERVICES MENU





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## DESIGN ► ANIMATION

VIDEO & AUDIO PRODUCTION & POST

### SERVICES MENU

HOME BASE

COMPANY HISTORY

FACILITIES

AMAZING PEOPLE

PROJECT CASE HISTORIES

HAPPY CLIENTS

VIEW OUR SHOW REELS

CONTACT US

#### Digital Video Services

- Original Creative Concepts
- Digital Effects & Advanced Compositing
- Production/Character Design
- Message Centre Programming

#### Digital Animation

- Full or Partial (Mixed Media) Animation
- Pack Replacement
- Editorial & Post Production
- Title Design for Longer Format Programming
- Broadcast Design Graphics

#### Audio/Music/Creative Services

- Original Music Composition & Production
- Music & F/X Library
- Creative Concepts & Copywriting
- Full Audio Post Production
- Digital Automated Mixing
- Sound Design & FX
- CD ROM & CDR
- Mastering
- Complete Layback & Restriping





# MATRIX

## DESIGN ► ANIMATION

VIDEO & AUDIO PRODUCTION & POST

### WHEN?

HOME BASE

COMPANY HISTORY

FACILITIES

AMAZING PEOPLE

PROJECT CASE HISTORIES

HAPPY CLIENTS

VIEW OUR SHOW REELS

CONTACT US

Since 1992, Matrix Design has been producing outstanding graphics, animations and digital effects for the broadcast industry.

Up until the last few years our activities have centred around high end pixel signage, corporate communications for video and on site and trade show situations.

In 1999 was started a concerted effort to establish ourselves in the commercial production industry. Our was that if we could merge our smart creative thinking with our ability to produce high calibre animation and graphics, music and sound for reasonable fees and offer these services to advertising people , direct clients, and live action production houses, that we'd really be onto something.

Well, it's 2001 and all we've got to say is: **so far...so good.**





# MATRIX

## DESIGN > ANIMATION

VIDEO & AUDIO PRODUCTION & POST

### WHAT & WHERE?

HOME BASE

COMPANY HISTORY

FACILITIES

AMAZING PEOPLE

PROJECT CASE HISTORIES

HAPPY CLIENTS

VIEW OUR SHOW REELS

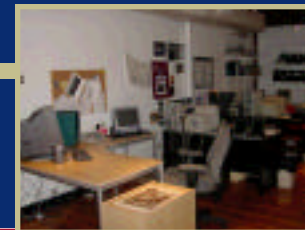
CONTACT US

### Matrix is located in the heart of downtown Toronto

@ Adelaide and Spadina, just south of trendy Queen West, with over 2200 square feet of state of the art studio space.



VIEW EQUIPMENT LIST





# MATRIX

## DESIGN ► ANIMATION

VIDEO & AUDIO PRODUCTION & POST

### EQUIPMENT LIST

HOME BASE

COMPANY HISTORY

FACILITIES

AMAZING PEOPLE

PROJECT CASE HISTORIES

HAPPY CLIENTS

VIEW OUR SHOW REELS

CONTACT US

### 3D Animation

- Softimage on TDZ Intergraph NT Workstation
- 3D Studio Max on TDZ Intergraph 2000 NT Workstation
- 3D Studio Max on Intergraph ZX Visual Workstation

### Digital Effects & Advanced Compositing

- Discreet Logic Flint

### Editing

- AVID Xpress Elite on NT

We also have high end MacIntosh equipment and all the gizmos required to convert files and fonts for use in our PC based systems.

● RETURN TO FACILITIES





# MATRIX

## DESIGN ► ANIMATION

VIDEO & AUDIO PRODUCTION & POST

### WHO?

HOME BASE

COMPANY HISTORY

FACILITIES

AMAZING PEOPLE

PROJECT CASE HISTORIES

HAPPY CLIENTS

VIEW OUR SHOW REELS

CONTACT US

### The eyes, ears, heart & soul of our creative product.

At Matrix, we've assembled an outstanding team of creative people.

People who thrive on the challenge of pushing the envelope. Who revel in the joy of a job well done. And who are hopelessly addicted to the concept of satisfied customers.

Click below for a list of the super talented people who are yours to command at Matrix.

- PERSONNEL LIST
- OUTSOURCE SUPPLIERS





# MATRIX

## DESIGN ► ANIMATION

VIDEO & AUDIO PRODUCTION & POST

### KEY PEOPLE

HOME BASE

COMPANY HISTORY

FACILITIES

AMAZING PEOPLE

PROJECT CASE HISTORIES

HAPPY CLIENTS

VIEW OUR SHOW REELS

CONTACT US

### Scott Ulens - President/Founder

Scott's expertise derives from years of experience in the computer graphics area. His knowledge of industry trends and technology keeping Matrix creative and competitive in the world of animation and post production .

Email: [sulens@matrixpost.com](mailto:sulens@matrixpost.com)

### David Thompson - Animation Director

Dave comes to Matrix with years of experience in 3D animation, modeling and digital effects. Dave's past credits include work for Bank of Montreal, Famous Players and Universal Pictures.

Email: [dthompson@matrixpost.com](mailto:dthompson@matrixpost.com)

### Mark Brown - Editorial Director

Mark comes to Matrix with a wealth of experience in video editing. With over 9 years experience at Molstar productions, Mark is well known for his creativity and talent in doing features for hockey broadcasts. Email: [mark@matrixpost.com](mailto:mark@matrixpost.com)

### Cameron Micules - 3D Studio Max

Cameron's experience with 3D animation as well as storyboard scripting is a definite asset in the conceptual stage of production, working with clients to develop the storyboards and approvals  
Email: [cmicules@matrixpost.com](mailto:cmicules@matrixpost.com)

### Laszlo Frideczky - Softimage Artist

Laszlo's extensive talents are utilized primarily in the area of character animation. His knowledge of movement combined with his mastery of the software results in animation that attains a certain degree of personality as well as effectiveness.

Email: [laszlo@matrixpost.com](mailto:laszlo@matrixpost.com)

### Mary Jane Ebel - Project Coordinator

Mary Jane brings to Matrix the ability to plot and keep our clients informed throughout the progression of a project from concept, storyboard to finish.

Email: [mjebel@matrixpost.com](mailto:mjebel@matrixpost.com)

### Alex Stephens - Sales Manager

Alex handles all client contact and costing for each Matrix project.

Email: [alex@matrixpost.com](mailto:alex@matrixpost.com)



# MATRIX

## DESIGN ► ANIMATION

VIDEO & AUDIO PRODUCTION & POST

### OUTSOURCE SUPPLIERS

HOME BASE

COMPANY HISTORY

FACILITIES

AMAZING PEOPLE

PROJECT CASE HISTORIES

HAPPY CLIENTS

VIEW OUR SHOW REELS

CONTACT US

### Jim Murray--Onwords & Upwords

Jim is a conceptualizer and writer with more than 25 years of experience in Canadian and international agencies. Jim handles scripting and concept development and doubles as our outsourced marketing and advertising department.

Email: [onwords@home.com](mailto:onwords@home.com)

### Ben Shapira--SL Communications

Ben is our outsourced web master and web host. Ben does a lot of work on the leading edge of web design, but understands that at the end of the day, it's all about clear and concise communications, pure and simple.

Web Site [www.slcommunications.ca](http://www.slcommunications.ca) Email: [ben.shapira@slcommunications.ca](mailto:ben.shapira@slcommunications.ca)

### VO 2 Mix Communications

When the situation calls for it, Euan Hunter and Terry Wedel handle our audio post, audio post sound design, music and voice editing. These guys formed their own music company a few years ago after leaving Keen Music. Their studio is just across the street from ours.

Email: [ehunter@interlog.com](mailto:ehunter@interlog.com)





# MATRIX

## DESIGN ► ANIMATION

VIDEO & AUDIO PRODUCTION & POST

### CASES

HOME BASE

COMPANY HISTORY

FACILITIES

AMAZING PEOPLE

PROJECT CASE HISTORIES

HAPPY CLIENTS

VIEW OUR SHOW REELS

CONTACT US

### Doing the virtually impossible and living to tell about it

is what solid case studies are made of. We're proud to report that we have quite a few of these cases, many of which are real character builders, all which you're welcome to explore by clicking below.

- CASE STUDY #1 -- Sony Playstation
- CASE STUDY #2 -- Original Spot Creation
- CASE STUDY #3 -- Same Day Revision
- CASE STUDY #4 -- Editorial Challenge
- CASE STUDY #5 -- Character Creation
- CASE STUDY ARCHIVE





# MATRIX

## DESIGN ► ANIMATION

VIDEO & AUDIO PRODUCTION & POST

### CASE 1 SONY

HOME BASE

COMPANY HISTORY

FACILITIES

AMAZING PEOPLE

PROJECT CASE HISTORIES

HAPPY CLIENTS

VIEW OUR SHOW REELS

CONTACT US

#### PROJECT

### Sony Playstation

Creative production of a series of video outdoor displays and supply footage for 2 Game Surfer Show airing on CTV's The Score.

#### STRATEGY

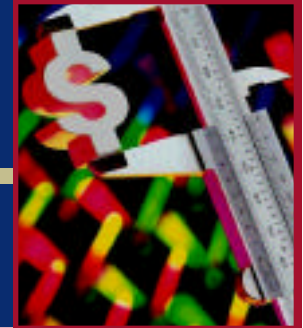
Advertise Sony Playstaion games by producing spots that display the high degree of action and high end graphics associated with the games.

#### EXECUTION

The outdoor video board footage was a completion of quick shots to display several different facets of the individual games. Game footage was captured in 2 methods. We hooked up the game console to our Beta SP recorder and captured original footage by playing the games. As video games are not time coded it was necessary to run the game through a time base corrector. Some of the outdoor boards required high end sound design, this was coordinated through Matrix Design.

Game Surfer Vignette footage provided to CTV were longer shots so that scripts could be written to them. Game footage was captured as above and edited using our Avid Xpress Elite system.

● [BACK TO CASE STUDY INDEX](#)





# MATRIX

## DESIGN ► ANIMATION

VIDEO & AUDIO PRODUCTION & POST

### CLIENTS

HOME BASE

COMPANY HISTORY

FACILITIES

AMAZING PEOPLE

PROJECT CASE HISTORIES

HAPPY CLIENTS

VIEW OUR SHOW REELS

CONTACT US

**At the end of the day, satisfied customers** are the key to any company's success. At Matrix, our list is long and growing longer every day, and most-ly through referrals, which, of course means we have to be doing something right.

### AGENCY CLIENTS

ASTRAL MEDIA (*National Trade Centre*) • AMMIRATI PURIS LINTAS (*Burger King*)  
• LEO BURNETT (*Visa, Trojan Condoms*) • COSSETTE ADVERTISING (*Saab, Nike*)  
• CREATIVE MERCHANDISING CONCEPTS (*Salon Selectives*) • NEON PRODUCTS (*The Weather Network, Laser Eye Centres, Etrade Canada*) • SEGAL COMMUNICATIONS (*Sony Playstation*) • MITCHELL SHORE CREATIVE SERVICES (*Dr. Bernstein Weight Loss, Dr. Chaim Goldberg Laser Surgery*) • UNION COMMUNICATIONS (*Canada Auto Workers*)

### DIRECT CLIENTS

AIR CANADA • BANK OF MONTREAL • FIDELITY INVESTMENTS • LABATT BREWERIES OF CANADA • LEXUS NETWORKS • METRO CREDIT UNION • PANASONIC OF CANADA  
SHOPPERS DRUG MART • SPORTSCO (SKYDOME) • STAR.COM • ROY THOMSON HALL  
TORONTO CONGRESS CENTRE • TOSHIBA OF CANADA • WOODBINE SLOTS •  
WORKMAN'S SAFETY INSURANCE BOARD • WALLACE GROUP (ACURA WORLD OF GOLF)





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## DESIGN ► ANIMATION

VIDEO & AUDIO PRODUCTION & POST

### SHOW TIME

HOME BASE

COMPANY HISTORY

FACILITIES

AMAZING PEOPLE

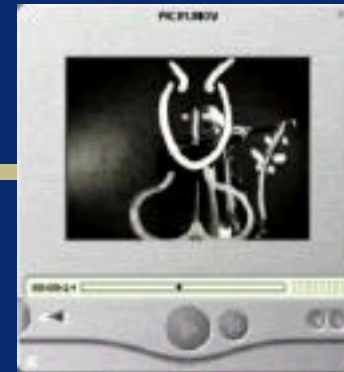
PROJECT CASE HISTORIES

HAPPY CLIENTS

**VIEW OUR SHOW REELS**

CONTACT US

**Viewing and or all of our current show reels is as easy** as clicking on the Quicktime Monitor. If you don't have quicktime in your computer, you can download it quickly and free by icon of your choice below.



- DOWNLOAD QUICKTIME SHOW REEL
- MESSAGE CENTRE PROGRAMMING INFO & SAMPLES



# MATRIX

## DESIGN ► ANIMATION

VIDEO & AUDIO PRODUCTION & POST

### MESSAGE CENTRE

HOME BASE

COMPANY HISTORY

FACILITIES

AMAZING PEOPLE

PROJECT CASE HISTORIES

HAPPY CLIENTS

VIEW OUR SHOW REELS

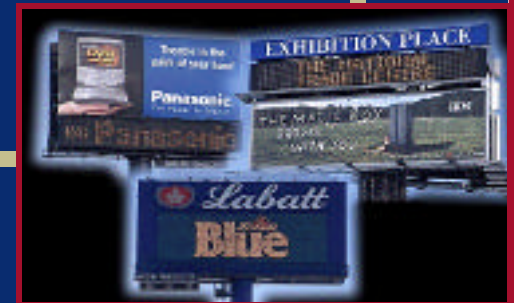
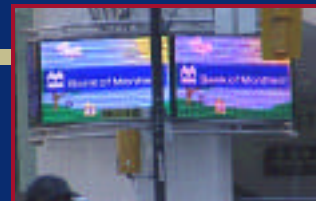
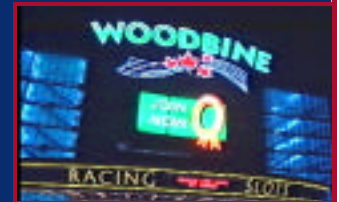
CONTACT US

### Message Centre Programming

As technology advances in the sign industry the use of animated outdoor displays is becoming a standard for most installations.

For years Matrix Design has provided its clients with complete production and administration for their message centres, helping to make them effective advertising and communications tools.

We work closely with most sign manufacturers such as Hamilton Digital, Daktronics, White Way Sign, Neon Products, Steel Art Signs and Media Display Systems. Samples of our work can be seen along the Gardiner Expressway in Toronto for such high profile clients as Labatt, Ford Panasonic, and Canadian Airlines.



SHOW REEL