of the Themed Entertainment Association's Outstanding Achievement award in 1996. When visiting Las Vegas this light show is an impressive "MUST SEE" evening stroll!

Management

The landscape of the multimedia industry, known for its short product life cycles and chase of technological gadgetry, has Baer focusing on its core business activities. The high priority areas are: feature film direct-to-video, TV series, theme parks and shows. Within each of these business areas, the firm's corporate strategy has been to diversify. The decision authority and strategic direction of the business units remains with the president of the firm.

Creativity begins with the talented staff, but requires the approval of the creative director prior to production. The responsibilities of the creative director remain strictly with the president. The evaluation of the quality of the animation is based primarily on the "look" of the product. Often, the budget dictates what type of "look" can be created, but Baer prides itself on accomplishing high-end production. Every effort is made to work with the client to develop and reach the company's standards of fine traditional classic animation.

The field of international business will play a significant role for Baer in the near future. The impact is expected to be very positive, however, no details were offered.

Technology

It is envisioned that technology will change all forms of animation. Though classical animation will always have a foundation and a personal attachment to the artist, the tools of the industry are taking significant inroads. However, the computer still has limited applicability to pencil sketches. Creativity flows much more freely when an artist has a pencil in hand, as opposed to a computer mouse. Maybe as the culture and technology of the industry changes, and artists integrate newly developed digitizing skills, the human/technology interface will be more of a natural relationship. Currently it doesn't.

New technology is evaluated by talking with the digital department. These are the men and women who work daily with the software and hardware. Recommendations are made to management as to specific upgrades to software

Baer Animation