

The aspects of international business that are viewed as most influential for Amalgamated are two-fold. One direction is the production process. The animation sequencing involving fill-in and ink and paint are still seen as operations which will continue to be performed overseas, primarily in the Far East. The other aspect, the distribution, seems to have concentrated in Canada, England and the Orient. Both aspects of the business appear to offer opportunities for Amalgamated's talented staff.

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Technology

The impact of technology for Amalgamated Studios is seen mainly to benefit production capabilities. New visual imaging systems are exciting and offer opportunities never before available.

However, Amalgamated suggests that the ultimate goal is to lower costs by shortening operational expenses through the use of technology.

The best way to evaluate technology is to speak with colleagues or become a beta test site for new software programs. As an historically successful process, the engineers of a firm have always pushed the animation designers to review new uses for software. The experience of working this iterative avenue allows a small firm the opportunity to gain a competitive advantage to standard users. Trade shows and industry periodicals are also investigated for new technology suggestions.

On the procurement side, this small firm looks for technology that supports the firm's image. The interpretation of this statement is that those technologies which can facilitate the creative nature of the product are acceptable assets.

Investment

Most of the project experience of Amalgamated has been on major television productions. Typically, budgets are in the range of \$250,000 to \$350,000 per episode. Amalgamated has been a subcontractor to various segments in projects of this type.

As a result of being a start-up firm both equity and short-term financing are the most appealing. Amalgamated understands that currently it is solely dependent on subcontracted work for its cashflow.