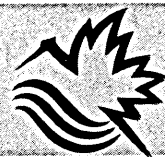


Award-winning Computer Animation Studio Captivates Audiences around the World



CANADA'S YEAR
OF ASIA PACIFIC
1997 L'ANNÉE
CANADIENNE DE
L'ASIE-PACIFIQUE

Sharing Trade Secrets

Growing by leaps and bounds in its short four-year history, Mainframe Entertainment Inc. is constantly innovating and building on its two world-acclaimed animated television series *ReBoot* and *Beasties* (Beast Wars outside Canada).

What makes Vancouver-based Mainframe the world leader in its field is its ability to produce three-dimensional computer-generated imagery (3D CGI) at a speed vastly greater than the industry norm, without compromising its extraordinary visual quality.

Success based on quality and a unique product

As the company's Director of Communications, Mairi Welman, explains, "This expertise can all be attributed to a team of successful television and film producers — they include the original developers of 3D CGI — who are at the helm of a company that has now grown to over 200 employees and nearly outgrown its current facilities."

"We are the only producer of 100 per cent 3D CGI-animated half-hour television programs broadcast worldwide," Welman adds.

As for product quality, *ReBoot*, now in its third season and shown in more than 70 countries, has won three Gemini Awards as Best Animated Television Series, while *Beasties*, in its second season, is rated in the United States as the most popular syndicated program for children aged 2-11 years.

Constant search for new ideas

Another ingredient for Mainframe's huge success is its constant search for new opportunities, such as the

recent co-production with Imax Corporation to create a new movie ride exclusively for presentation on IMAX Ridefilm simulators.

ReBoot—The Ride is projected on a 14-foot high, 180-degree wrap-around screen, while digital surround-sound and an 18-passenger vehicle mounted on an orthogonal motion base combine to send audiences on a highly charged simulation adventure.

"The world premiere was held in Mississauga, Ontario, last October," says an enthusiastic Welman, "followed by locations in the United States, Japan, France, Argentina, China, and the United Kingdom."

Mainframe has also joined forces with a leading interactive entertainment software producer to create advanced computer games; has entered into a joint-venture agreement with a U.S. entertainment company to develop a full-length feature film; and is working with more than 100 licensees for producing a wide range of consumer products, including toys.

Experience helped launch company

"Our big advantage when we started out," Welman says, "was to have on board Christopher Brough — our CEO — who has 25 years experience in the business."

Brough is in charge of Mainframe's North American market thanks to his numerous contacts in Los Angeles.

The company's international marketing outside North America is handled by Canada's leading producer and distributor of television programs and motion pictures, Toronto-based Alliance Communications Corporation.

According to Jeff Rayman, Chairman of Alliance Multimedia — one of Alliance's five related businesses — Canadian film production companies can tap into a number of federal and provincial funds, including the Cable Production Fund, and can benefit from Canadian-content grants and various tax credits and incentives.

"In addition to our numerous contacts," says Rayman, "we participate in specialized trade shows and film festivals, such as Cannes, where we have won several awards."

During the APEC Summit in Vancouver, Mainframe opened its doors to visitors, including *CanadExport*. "Several groups visited our studios," says Welman. "Although these visits didn't translate into immediate business, they gave visitors, from both Canada and abroad, a better appreciation of all the work and dedication that goes into the creation of our world-class animated products."

For more information on Mainframe, contact Director of Communications Mairi Welman, tel.: (604) 681-3595, fax: (604) 681-3517.