

On

## LOCATION

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ATTRACTED TO THE AREA'S SOLID BASE OF BOTH ACCOMPLISHED AND NEW TALENT, MANY OF THE ENTERTAINMENT INDUSTRY'S LEADING TECH COMPANIES ARE CHOOSING TO CALL CENTRAL FLORIDA HOME.



Advances in technology have allowed today's brightest talent in the entertainment industry to live wherever they want and still achieve great success in their field. And many choose to live in Central Florida.



Two Door FX is a Lake Mary-based company that specializes in 3-D modeling and animation, visual effects, and much more.

## PREMISE ENTERTAINMENT

Dominic Carola, president and creative director of Premise Entertainment, a Central Florida media-based production company that specializes in storytelling and character development for animation and live-action productions, agrees that his location is ideal.

"I came down here for an internship on *The Lion King* and loved it so much that, 17 years later, I'm still here. I fell in love with Central Florida. The lifestyle is great, my family enjoys it, and the economics are good," he says.

In addition to local clients, Carola's company has attracted some big names from around the globe. His notable projects include supporting Disney's California studio in effects animation, background painting, cleanup animation, and ink and paint compositing for *Princess and the Frog*, in addition to providing support work for a Goofy short. Carola is currently directing an episodic computer-animated project, and working with various teams on ancillary products for upcoming Disney productions. Premise as a company is engaged in developing original content to be produced in Central Florida.

"The main reason that I have stayed in Orlando is the tremendous veteran talent base that we have here, which is extremely rare in the country, in addition to all of the solid new talent coming out of the Central Florida schools," Carola continues. "It's exciting to see the new talent working with the veterans and to watch them realize the potential they find in themselves. It is inspiring to me — I love being around their creative spirit."

## TWO DOOR FX

Diego Torroija of Two Door FX, a corporation that specializes in animation and visual effects, is also no stranger to high-profile projects. After working as a freelance game animator for companies such as Activision and produc-

ing games including *Tony Hawk*, *Kelly Slater: Pro Surfer*, and *Spiderman*, Torroija started Two Door FX in Lake Mary. Here, he began working on projects including music videos for Smashmouth and helping to design the functionality of the projection system of the *Wizarding World of Harry Potter* ride at Universal Studios.

"I moved from Los Angeles to Central Florida because I felt it was a more suitable environment to raise a family," he says. "The schools in the area, such as Full Sail, provide me with trained individuals that I can hire to keep the business growing. This helps keep a constant flow of energetic and motivated artists looking to create something and build up their skills."

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Staying current on the latest technological trends is no longer a location-based issue, either. "Since it is constantly changing, there is always a need to stay on top of technology," says Torroija. "Trade shows and training classes online have been a helpful resource. I also read about new hardware and technology through user-groups and from colleagues. While on projects, we have the ability to talk about the latest advancements in the field."

The company is currently developing the next advertising campaign for Rooms To Go, which is a sports related, 3-D computer-animated series of spots. "We are using full-body motion capture technology captured from optical infrared cameras," explains Torroija. "This gives us the ability to capture live performances to create 3-D animation data. Two Door is currently one of the only companies that can provide this service in the southeast.

"Another aspect that is exciting for Two Door specifically is that we can bring many Los Angeles clients to the Central Florida market, and maintain the highest level of quality at affordable southeast rates."

## VIDAROO

Ian McDaniel, chief information officer and production president of Vidaroo, says, "Orlando is a great place to have a business."

Vidaroo is a video technology company that provides online video platform, video production and advertising on its online video network to more than 10 million visitors monthly.

"Vidaroo was started here a couple years ago, but the production arm

of the company has been here since 2000. The majority of our talent pool is local, both for the production and software sides of our business. We prefer to hire local production help when we need it," he says. The company's recent projects include creating the screen content for The Black Eyed Peas' stage shows and producing content for John Mayer, Nelly Furtado, and Keith Urban.

"Orlando is very rich with knowledgeable production and programming personnel, and it's great to have that in our backyard," McDaniel continues. "We've been able to interact with the local businesses, while having access to national and international clients in the entertainment industry, all from our offices in Orlando. This ultimately allows us to work in a cost-efficient environment while being able to be competitive with the West-Coast-based production houses."