

## DIGITAL MEDIA WHY ORLANDO?

- Three major theme park companies are located here – Walt Disney World Resort, Universal Orlando Resort, and SeaWorld Orlando – employing thousands of engineers, artists, writers, and creative talent.
- One of the world's top selling video games franchise – *EA Sports Madden Football* – is produced in Orlando.
- Metro Orlando's production industry, which includes digital media, accounts for \$845.5 million in direct sales and 3,400 direct employees.
- Orlando is home to the largest, identified cluster of simulation companies in the world – including more than 100 companies and close to 6,000 direct employees.
- The University of Central Florida (UCF) has combined the disciplines of computer science, graphic arts, communication and film into the School of Film & Digital Media.
- UCF's Florida Interactive Entertainment Academy (FIEA), provides a master's level degree for students going into the interactive entertainment / gaming industries.
- Los Angeles-based motion capture studio, Vicon/House of Moves (HOM), expanded into Orlando in 2007. The nationally-recognized company equips the only professional motion capture studio on the East Coast with fully integrated film, video and audio facilities. Co-located with FIEA, HOM serves as the cornerstone for Orlando Mayor Buddy Dyer's Creative Village in downtown Orlando.
- The Golf Channel is headquartered in, and originates all original programming from, the region.
- The simulation procurement commands for the U.S. Army and Navy are located in Orlando's Central Florida Research Park, one of the top-ten research parks in the world, laying the infrastructure for the convergence of entertainment and military technologies. The Air Force, Marines, and Coast Guard also have facilities in the park.
- Several highly regarded animation studios are located in Orlando, including Premise Entertainment and Two Door Productions.
- Computer programmers and engineers are developing tomorrow's cutting-edge theme park attractions through Orlando-based companies such as Technomedia Solutions, Oceaneering, and ITEC.
- Home to Full Sail University, which offers degrees in digital media, computer animation, game design, and film/video production. The digital media program focuses on computer graphics, web design, 3D modeling, multimedia, authoring, broadcast design, 3D animation, and computer networking. Full Sail's 191-acre campus welcomes over 8,000 students from 50 states and 65 countries.
- Home to the Digital Animation and Visual Effects (DAVE) School, a non-public career education school providing technical training for aspiring Computer Animators and Visual Effects Artists.
- More than 7,500 higher education students annually enroll in digital media programs throughout the Metro Orlando region.

*"There is an immense brain trust in Metro Orlando for the digital media industry that is hard to find anywhere else."*  
— Bob Allen, CEO, IDEAS