

26th September
2011

Three Action Films Completed by the Elstree Studios Based Agency - Solutions

26th September, 2011... Solutions, the Elstree Studios based 3D animation and film making agency, is pleased to announce today the completion of three action films for Thales Aerospace UK, the world's leading provider of onboard and ground systems for the aerospace market.

Solutions produced the films as part of an interactive communications tool to present Thales' services solutions. These are extended services solutions provided once their avionics systems are delivered and integrated to their customers' platforms.

Each film combines 3D animation with live action footage and takes the audience on a mission onboard an A400M transport plane, a Tornado fighter and a Chinook helicopter to demonstrate how Thales' world-class services (Management Capability, Managed Services and Support) meet their customers' requirements in the world's most challenging environments.

Thanks to the use of some classic and modern filmmaking methods, including green screen filming, motion graphics and state-of-the-art 3D animation, Solutions was able to create stunning visuals and sound effects placing Thales' customers in the middle of the action like never before.

Commenting on this major win, Robert Finlay, Online Film Director of Solutions said: "We are excited to be chosen once again by Thales Aerospace UK. We have enjoyed working very closely with them at an early stage during a consultation period to develop some of the most unusual short films you'll ever see in the industry. The partnership we established with Thales, from the storyboarding process to the post-production, allowed us to produce three dynamic films that we are confident will position Thales as an innovative, technically sophisticated and exciting organisation."

"We chose Solutions to create three dynamic films to promote Thales services solutions offering" said Jane Wakeford, Senior Communications Manager of Thales Aerospace UK. "Solutions produced high quality short films along with an engaging Flash interface allowing our services solutions to stand out from the competition. The result of the mixture of film and 3D animation is striking and our key message stays strong throughout the films making it very memorable. The result is above our expectations. Sometimes even we cannot identify the transitions between the real and simulated situation."

This significant win is further evidence of Solutions ongoing growth and expertise within the 3D animation and film aerospace sector and strengthens its position as a leading creative online design and film making agency.

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Notes to editors:
Solutions

Solutions (formerly known as Harlequin Solutions) is a well established and growing online design and film making agency founded in 1989.

Solutions has five key areas of digital expertise: creative website development, online marketing, web applications, online film and 3D animation and knowledge management including Punch Content Management System (CMS), with thousands of users in the UK. Driven as a specialist business by an entrepreneurial, commercial management team, Solutions provide a unique range of products and marketing solutions for Charities, Education, Government, Healthcare, Pharmaceutical, Leisure and Aerospace.

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