PRESS NOTES

PROJECT DESCRIPTION:
“Invasion!” is the debut VR short by Baobab Studios, a new VR film company founded by former Zynga executive Maureen Fan and “Madagascar” and “Antz” director Eric Darnell. The movie is the story of menacing aliens that come to take over the Earth and destroy anyone who tries to stop them. However, despite the aliens’ superior technology, Earth’s citizens rise up and defeat the invaders. But these citizens aren’t human. They are two of Earth’s cutest, cuddliest and meekest creatures of our planet -- two adorable little white bunnies.

CREATOR’S STATEMENT:
From Baobab Studios CEO and co-founder Maureen Fan: “Our mission is to create compelling cinematic characters and stories that bring out the innate wonder in people and inspire them to dream of new worlds they never before imagined. With our investors, team and partners, we have the foundation to become the preeminent animation studio for VR.”

ADDITIONAL NOTES:
Co-founder and Chief Creative Officer Eric Darnell brings a filmmaking pedigree not always seen in the VR space. Eric comes from DreamWorks Animation, where he directed such movies as the “Madagascar” franchise of films and “Antz,” and worked as a story artist and lyricist on “Shrek.” Beloved by millions, these movies collectively earned more than $2.5 billion at the box office. The team is rounded out by leading experts in animation, production and computer vision from DreamWorks Animation, Pixar and Lucasfilm.

Along with its founders, Baobab brings together a coalition of industry experts with such advisors as animation innovator Glen Keane (“The Little Mermaid,” “Tangled”); DreamWorks Animation Co-President Mireille Soria; David Anderman, Chief Business Officer of Jaunt and former Lusasfilm COO; Pixar Animation Studios co-founder and alpha channel co-inventor Alvy Ray Smith; Pacific Data Image co-founder and former DreamWorks Interactive CEO Glenn Entis; and Twitch co-founder and COO Kevin Lin.

PRODUCTION CREDITS:
Director - Eric Darnell
Executive Producer - Maureen Fan
Head of R&D, Producer - Mike King
Art Director - Cody Gramstad
Supervising Animator - Maciej Gliwa
Animation - Chris Bancroft
Animation - Artur Marcol
Animation - Alex Fleisig
Animation - Nicki Yee
Lighting - Kevin Edwards
Modeling & Surfacing - Ben Chian
Visual Development - Willie Real
Visual Development - Patrick O'Keefe
Character Rigging & Finaling - Li-Lian Ku
Visual Effects - Kris Orpilla
Sound Design - Mike Wilga
VR Editor - Ly Chung
Music - Rex Darnell
R&D - Timothy Wilson
R&D - Nathaniel Dirksen
R&D - Sam Christiansen

###