

# Marketing

CANADA'S AUTHORITY SINCE 1908

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## ROUNDUP

### ■ **DHD OPENS FOR CANNES**

MONTREAL: DHD PostImage, Montreal, has just completed the opening for the 1992 Director's Fortnight for the Cannes Film Festival, marking the first time that the event has used computer animation.

The opening precedes each showing at the festival and will be broadcast on television coverage.

Working on the project were Bruce Granofsky and Christine Petrov, computer animators at DHD, which does computer graphics and post-production work for the advertising industry.

The Cannes piece shows shadows cast by the moon as it crosses a window. The camera pans across a room to reveal the silhouette of a man, then pulls back to show that he is actually part of the festival's poster.