

100 NEW JOBS: NOT JUST AN ILLUSION

Pixel Magic, a special effects company in University Research Park, is gearing up for the latest entertainment innovation – 3-D television.

It has begun the process of converting 2-D movies into 3-D movies.

The demand for 3-D movies is expected to increase quickly when 3-D televisions hit the marketplace this year. Sony announced that it will start selling 3-D televisions in Japan in June, for example. Sales in the United States will begin this year, too.

Stereoscopic conversion is labor intensive. So Pixel Magic has already started hiring and training artists who can do the frame-by-frame work. Company officials predict that about 100 jobs will be added over the next year.

Pixel Magic's main office is in the heart of the Media District in Los Angeles. It opened an office in the Louisiana Immersive Technologies Enterprise Center in November.

The company provides digital visual effects for motion pictures and television. It has worked on major films, such as "Marley and Me" and "Get Smart." It's handling special effects for "Secretariat," a Disney film about the racehorse that won the Triple Crown in 1973. Parts of that movie were shot in Acadiana.

Pixel Magic was included in a list of "50 Companies We Can't Do Without," published in the spring 2010 issue of *1012*, a Baton Rouge business magazine. The publication focuses on the Interstate 10 and Interstate 12 corridor in Louisiana. It chose the companies on the basis of their global footprint, innovation, value to key industries and reputation as good corporate citizens.

Pixel Magic General Manager Ray Scalice said a confluence of factors made opening an office in LITE attractive.

"After reviewing opportuni-

ties in Canada, Louisiana, New Mexico and other states, we chose Louisiana because of its variety of locations and diverse environments, the growth of film production in

the state, and its industry-specific tax incentives," he said. "LITE has the skilled personnel and experience in digital media and the business community of Lafayette has a reputation of innovation that made our decision to open an office in Lafayette a clear

choice. This relationship will enable Pixel Magic to utilize LITE's cutting-edge tools for visual effects creation and high-speed infrastructure in the rendering and transfer of data to our clients."

Pixel Magic will benefit from Louisiana's recently strengthened film-production tax credits and could also utilize the new digital-interactive media tax credits for projects. The company has enrolled in the Louisiana FastStart™ program, which helps recruit and train qualified employees.

Pixel Magic will also receive one free year of office space. It is one of the first tenants of the business accelerator at LITE. The accelerator is designed to encourage the creation of new and innovative technology businesses in Acadiana through start-ups, joint ventures of existing businesses and the recruitment of out-of-state technology companies. It was created by LITE, UL Lafayette and the Lafayette Economic Development Authority.

"The establishment of the business accelerator at LITE and having Pixel Magic as its first tenant is a perfect example of Lafayette's wild-catter mentality and technological savvy converging to create the future of innovative and creative business in Acadiana today," said Gregg Gothreaux, president and chief executive officer of LEDA.



Quotable

"He just grabs you by the throat with those big chords. But it's not beautiful. It's compelling."

Dr. Susan V. Nicassio, UL Lafayette history professor, describes Puccini's score for *Scarpia*, the main villain in "Tosca," in the *St. Petersburg Times*

"The Louisiana State Penitentiary has a model prison hospice. With the help of an instructional teaching grant, I had the opportunity to bring the students there to meet with the patients. It was a very powerful experience for them."

Theresa Frederick, a UL Lafayette nursing instructor, comments on nursing students' trip to Angola, in *The Oncology Nurse*, a national publication for hematology and oncology nurses and advanced practitioners

"With regard to which gives you the greatest benefit — a credit or a deduction — the best course of action would be to compute your tax liability both ways and use the option that is of greatest value to you."

Ellen Cook, assistant vice president for academic affairs at UL Lafayette, offers advice about education tax credits and deductions in the "Ask an Expert" feature of a *New York Times* blog

"Waiting and delaying the first sales to mid-April means that the U.S. Treasury is rolling the dice."

Dr. Linus Wilson, an assistant professor of finance at UL Lafayette, remarks in the *Wall Street Journal* about the potential sale of the Treasury's 7.7 billion Citigroup shares

"She has leverage, and she's not afraid to use it."

Dr. Pearson Cross, head of UL Lafayette's Political Science Department, comments on Sen. Mary Landrieu in *USA Today*