



**FOR IMMEDIATE RELEASE**

**May 23, 2008**

Contact: Erin Fitzgerald

Phone: 337.735.1348

Email: [erin@lite3d.com](mailto:erin@lite3d.com)

## **Active Entertainment's Bullet Films Shooting Sci-Fi Film at Louisiana Immersive Technologies Enterprise (LITE)**

**Lafayette, LA, (May 23, 2008)** – Active Entertainment's Louisiana production company, Bullet Films, based in Lafayette, LA, was shooting the second of 10 films in the state last week on sets built at the Louisiana Immersive Technologies Enterprise (LITE). The science fiction film "*Judgement Day*," scheduled for release in November, shot scenes all week at the high-performance computing and visualization facility in part to take advantage of the computing power LITE offers.

"The computing power available for film work at LITE would cost a huge amount of money in Los Angeles," says the film's director and producer Justin Jones. Active president Ken Badish adds, "This



facility and its people hold great promise for the film industry. LITE's assets coupled with the state's tax incentives combine to make it a very attractive place for the entertainment business. Our production and post-production activities have been helped enormously with the assistance of local film industry officials, like Lafayette City-Parish President Joey Durel, who has provided ongoing, meaningful assistance in helping us deliver great film entertainment."

One of the scenes involved transforming LITE's 3-D immersive theater into a space command center. Members of the film's crew worked for days to make the transformation realistic. In addition, scenes were shot in the LITE lobby area, executive videoconferencing room and the courtyard outside the building. The film's crew says the LITE staff was very helpful in making things run smoothly.

Officials for Active Entertainment, its post-production and CGI company, Sweetpost Productions and LITE say they see this endeavor as the beginning of a partnership that will see LITE become more involved in production and design of special effects of other films planned to shoot here. Bullet Films Production Manager Brian Garland says it is a multi-month operation. He expects the production and post-production companies to grow and expand with a consistent lineup of feature film product and television series along with significant growth in the post and CGI company. He adds that 14 members of the combined companies have moved to Lafayette from California. "It was a great move for all of us," he says.



LITE Executive Director Dr. Carolina Cruz-Neira says the film offers an opportunity to further raise the profile of LITE and what it can offer the film industry. "The film industry is one industry we thought

from the very beginning was a natural fit with LITE's visualization and supercomputing capabilities. We are the only facility of its kind in North America available to film and other private companies offering the technological and computing advantages needed by filmmakers that reduce risk and costs. What is happening here this week is a huge step forward for us."

LITE Chief Operating Officer Henry Florsheim says he expects to partner with Sweetpost Productions and similar film companies on some of the more technologically challenging aspects of film work like special effects, rendering, pre- and post-production, set design and other support for Louisiana's growing film and entertainment economic sector. He says having the movie filmed on site at the facility is the answer to a question he fields all the time. "People are always asking me 'When it is going to be Lafayette's turn?' in regard to the high number of movies made in Louisiana. So when the people at Active Entertainment approached us, it was really a no-brainer. Besides, it kind of nice to have a movie set in a place local people will recognize."

*About LITE:* LITE, the only facility of its kind in North America open to government, research and private industry, is a cooperative effort between the State of Louisiana, the Lafayette Economic Development Authority (LEDA) and the University of Louisiana at Lafayette. A state-of-the-art advanced supercomputing and data visualization facility, LITE uses 3-D and total immersive data visualization technologies powered by high-performance supercomputing capabilities and transmit via high-speed fiber optics. LITE technologies are available for government and academic research and private sector innovation, offering essential decision-making tools for collaborative research applications; product development, testing and validation; and training.

*About Dr. Carolina Cruz-Neira:* Dr. Cruz-Neira, Executive Director and Chief Scientist of LITE, is known as a worldwide pioneer in the field of virtual reality and her work includes collaboration on the design of the CAVE<sup>®</sup>, the first virtual reality projection cube ever built.

LITE, Lafayette Parish Consolidated Government and Lafayette Regional Airport are partners in a concerted technology-centered economic development effort in the Acadiana region of South Louisiana. The Lafayette area has a growing economy with a workforce, incentives and infrastructure designed to attract new businesses and business expansions specializing in technological advancements. For further information, please visit [www.lite3d.com](http://www.lite3d.com), [www.lftairport.com](http://www.lftairport.com) and [www.lafayettela.gov](http://www.lafayettela.gov).

###