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PRESS RELEASE

25th February 2006

Mediasoft Integration has officially completed its long-awaited animation initiative in SEA. Willfully titled "An Afternoon Together", this project is the company's first major step in fulfilling its long-held ambitions of spearheading animation technology in the region. The project was not an easy initiative in anyway considering the technological and creative limitations within the country, but in accordance to the MI can-do spirit and determination, the company completed this project and is already looking for the next 'big hurdle'.

Said CEO, Mr. J. S. Dubey, "It is good that the department, headed by Mr. Santosh J. Dubey, has managed this complex process with just steadfast decisiveness. The project proved to be a big hurdle due to the time needed to cover on screen. 18 minutes of graphics that tell a story is no easy feat and I am told that this project couldn't be cut any shorter!". This was the case as the Singapore Film Commission supported project had been the most challenging creative hurdle the company had faced. The company has not developed any feature-length project prior to "An Afternoon Together" and its completion marks a start to a whole new platform for the company's fledgling Animation Department.

Mr. Dubey further added, "While we have had competitors in the mould of Creative Technologies and Sim Wong Hoo failing in their animation initiatives with MDA, we succeed in it. This is a big note of this positivism that is breathing in the company at the moment." The key developer of the project summed it all up with "Well, we have completed this project, what's next?" - the Mediasoft Integration ideology!

The project was supported by the Singapore Film Commission and the Informatics Group Pte Ltd Singapore. It is available for screening purposes to all exhibitionists where needed.

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