

For immediate release



Genting Studios, the talented artists behind the astounding animations of SkySymphony

*The in-house studio talks about how animated shows are developed and synchronised
With winch ball technology at Resorts World Genting*

Genting Highlands, 05 October 2019 – Visitors to Resorts World Genting can't help but stop and stare when they pass through the atrium of SkyAvenue, dazzled by the brilliant digital entertainment that plays off multiple giant LED screens that wrap around the three-storey high space. Coupled with a 1,001 kinetic winch ball system – the largest in Asia and one of the largest in the world – this is stage for some fantastic animated features created by the in-house wizards at Genting Studio. From vibrant displays of tropical coral reefs to festive tales honouring cultural traditions, the creativity on display is always spellbinding.

A series of animations play out at SkySymphony on a regular schedule. Including Jungle Jam, Ocean Groove with Maestro Ning, Moon Dance and The Goddess, there is always something magical on display. Taking full advantage of the wraparound LED screens and the winch ball system that transmogrifies into astounding shapes, SkySymphony is a triumph of the imagination and technology. And just in time for Halloween, a brand new show has recently debuted. Spookadilly, featuring the scary singing skeleton Bonediddy, welcomes guests to the Genting's Midnight Manor, taking guests on a wild musical ride with dancing mummies, twirling ghosts and serenading skulls.

SkySymphony's Fountain of Creativity

The brains behind Spookadilly, and other recent animated wonders at SkySymphony, is Genting Studios. Founded in January 2018, Genting Studios a subsidiary of Genting Malaysia was created to power the creation of original characters and concepts to deliver cutting-edge Computer Graphics (CG) content to the guests of Resorts World Genting. Split between two offices – one in Los Angeles and one in Kuala Lumpur – the core team of Genting Studios is made up of six individuals, each with a sterling resumé and decades of experience in Hollywood feature films and award-winning TV series.

Leading the team is Daniel Regis Brown, a seasoned Hollywood veteran that has worked on countless film and television productions. A part time job as a movie projectionist while studying at Pennsylvania State University led Brown to fall in love with the industry, pursuing a career that has allowed him to develop children-and-family productions at NBC, as well as supporting Malaysia's Multimedia Development Corporation as executive advisor to shape the country's media policy and connect Malaysian media companies to the global film, television and gaming industries.

Supporting Brown are two other industry veterans. Guy Vasilovich, also based in Los Angeles, has directed, developed, designed and written shows for media behemoths such as Nickelodeon, Warner Bros, Universal and Disney. Alongside directorial roles on the Emmy-winning series *Growing Up Creepie* and *Geronimo Stilton*, as well as *Lego Star Wars* and *Mariah Carey's Christmas Special* for Cartoon Network, Vasilovich has also served as Art Director for Disney animated features and worked on concepts and attractions for Disney theme parks worldwide. Heading up the Kuala Lumpur office is Steven Lim, a homegrown talent with over 15 years in the media and entertainment industry. Having worked on acclaimed local productions such as *Saladin: The Animated Series*, *Fight Masters: Silat*, *Bola Kampung: The Movie* and *Tombiruo: Penunggu Rimba*, Lim oversees Genting Studios' production and daily operations.

"We at Genting Studios are thrilled to be given the opportunity to push the envelope for digital content at Resorts World Genting and the Genting Group as a whole," says Brown. "What makes us different from a traditional animation studio is that Genting Studios was designed to operate with expertise across the full spectrum of film and television related activities. Most CG and animation firms focus on one aspect, operating as essentially 'production facilities'. Genting Studios, however, was designed to operate in an integrated structure covering functions from development, pre-production, production, post-production, marketing to distribution. We cover the entirety of the business and we are fortunate to have individuals that represent the best of each of those aspects."

SkySymphony: The Process Behind The Magic

Development of a Genting Studios production begins with an idea, what Brown calls a 'seed crystal'. Germinated within the Genting Studios team, this 'seed crystal' is then planted, watered and nurtured with the input of various creative teams, running through several processes to hone it into a high-quality, family-friendly entertainment.

"What is entertainment, these days?," asks Brown. "Trends change and things falls out of popularity. But we believe that quality endures. However, we do need to keep up with the industry, and this is where we have an advantage. Between all of us at the studio, we have a huge global network of friends and partners that are ready to discuss, review and bounce ideas off as we push forward with our projects. Through meticulous and detailed discussions, we eventually hone our 'seed crystal' into a beautiful, bountiful tree that is ready to entertain our audience and endure as an example of our toil."

"Once we are finished with our concept, there is more refining to be done. The concept will have to go through the Genting management each time a new concept or IP is produced. This involves a fair amount of internal presentation, pitching, selling and convincing... but the results in a better and stronger concept. Once that's done, we are ready to begin production."

The time for each project varies based on the scope, style and expected running time. A fully-animated CG production for SkySymphony – which typically run to four-minutes in length – takes up to four months to complete. More involved concepts, such as the creation of the six Resorts World Genting mascots – the Highland Heroes – will take significantly longer. All that time is carefully spent, given that all the members of Genting Studios are perfectionists that are not satisfied with anything less than theatrical quality animation.

“I’m incredibly proud of the work we’ve done so far,” says Brown. “Look at anything coming out of the Hollywood studio system and compare that animation quality to the quality of the Jungle Jam or Moondance projects, and then come talk to me. And what makes me even more proud is that these concepts were developed entirely in-house, and can be found nowhere else but at Genting. We aim to astound our guests with the work we’ve done, and we also hope that they can appreciate all the sweat, time and money that we have poured into these labours of love.”

SkySymphony: Making The Movement

Once the animation for a SkySymphony show has been developed, then another part of the design process kicks in: the kinetic winch ball system. Programmed to synchronise and enhance the visuals projected on the screens – in a recent show celebrating the 80th anniversary of Batman, the winch balls morphed into various insignias of the Dark Knight, including the iconic Bat Symbol – the system is key to the success of SkySymphony.

“The winch ball system is an integral part of the SkySymphony experience, bringing the visuals to life in a unique and mesmerising way,” says Sanjay Nadarajah, Vice President of Theme Park for Resorts World Genting. “Through this, we are able to move from two-dimensional visuals to three-dimensional movement. It isn’t easy, and I am always amazed by how much can be achieved by pushing the limits, but the results are worth it. Every time a SkySymphony show plays, a huge crowd gathers to watch the magic unfold. I think that speaks for itself.”

The genius behind this is Michal Chan, of Lighting Insomnia. Hailing from Singapore, Chan is responsible for the design concept and programming of the winch ball system. Under his hands, the 1,001 winch balls can change from a background feature into complex shapes such as birds, flowers, elephants and more. Powered by the MA2 lighting console, a Coolux server for the video wall and the Q-Sys immersive audio system, the system allows Chan to control each 37.5cm winch ball individually. With each ball having its own ‘personality file’, they can be raised or lowered over a range of 17.5 metres at 3 metres per second, making this one of the densest winch ball systems in the world with one of the widest ranges. Each SkySymphony show typically involves up to 20 different shape profiles.

The Genting Studio Difference

This all comes together in alchemical magic. As music plays out in surround sound, beautifully-realised characters and creatures flit in and out of various screens, dancing together in a perfect whole as the winch balls transform into amazing shapes. A Genting Studios SkySymphony show has to be seen to be believed, and it is all thanks to the immense talent of the team.

Leveraging the capability and capacity of Malaysians with the creative talent of award-winning Hollywood veterans, Genting Studios is producing world-class content. By maximising the highly-competitive production cost structure built into the operational business model of the studio, Genting Studios delivers industry-defining results at less than a third of a typical Hollywood studio’s production cost. It is a winning strategy and guests of Resorts World Genting will only have to view the zippy new Spookadilly SkySymphony show to understand the truth of that.

The SkySymphony shows are played daily from 10 am to 12 midnight on a half hourly interval. For more information, please visit www.rwgenting.com or call +603-6101 1118.

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About Genting Studios

Genting Studios is the studio arm of the Genting Group, set up to develop, produce, distribute and monetize Genting-owned original IP. The studio harnesses a unique blend of talent from Los Angeles and Kuala Lumpur – combining deep creative experience from Hollywood with South East Asian production economics to create cost-effective premium entertainment content targeted at the Children’s and All-Family audience. In addition to original content creation, Genting Studios also provides CG and video production services to Genting’s internal divisions. Genting Studios is headed up by Daniel Regis Brown, with offices in Kuala Lumpur and Los Angeles.

About Resorts World Genting

Resorts World Genting (“RWG”) is a premier leisure and entertainment resort in Malaysia located 58 minutes from Kuala Lumpur. The resort stands majestically at 6,000 feet above sea level, on a tropical jungle that is 130 million years old. Throughout the year, the resort enjoys cool weather between 16 and 24 degrees, making it one of Malaysia’s most popular tourists’ destinations with 25.9 million visitors in 2018.

The resort boasts of over 10,000 rooms spread across 7 hotels with one, the world’s biggest hotel with 7351 rooms and another hotel with an 18 holes golf course. Its shopping mall, SkyAvenue is 600,000 sq ft with over 250 tenants that includes entertainment attractions, cinemas, dining and retail outlets. The First World Plaza which is adjacent to SkyAvenue offers business convention facilities, ballrooms and shopping malls. The Resort also hosts top performers and artistes at the 5200 seater Arena of Stars and the 1200 seater Genting International Showroom.

The Group has embarked on a 10-year master plan to reinvigorate and transform Resorts World Genting under the Genting Integrated Tourism Plan (“GITP”) in 2013. Today, Resorts World Genting has introduced various new facilities and attractions under the GITP, which includes the newly refurbished Theme Park Hotel, additional tower at the First World Hotel and built the new Awana SkyWay cable car system. The indoor amusement park, Skytropolis is currently open with 13 rides. 9 more rides are to be introduced in stages. The area consists of other attractions such as Asia’s first hyper reality experience The Void, skilled games centre The Big Top and more virtual reality experience at Imaginatrix which is scheduled to open late second quarter.

The Genting Highlands Premium Outlet (a property of Genting Simon Sdn Bhd, a joint venture between Genting Plantations Berhad and Simon Property Group) also complements the new and existing offerings at RWG.

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