

*For Immediate Release*

June 24, 1993

## **HYPERBOLE STUDIOS DEBUTS 3-D INTERACTIVE MOVIE SOFTWARE**

### **VirtualCinema Explodes Barriers of Traditional Interactive Media**

(DIGITAL WORLD, BEVERLY HILLS, CA) - HyperBole Studios of Houston, Texas, has announced the birth of VirtualCinema<sup>a</sup>, a software engine which HyperBole will use to develop the world's first interactive, three-dimensional films. These films, which will come out on CD-ROM for both Macintosh and IBM-compatible MPC platforms, will be distributed through Media Vision Technology, Inc.

"VirtualCinema represents the ultimate synthesis of film and the novel," said Greg Roach, artistic director of HyperBole. "Until now, so-called interactive films were not really films, but rather video games and animations. VirtualCinema combines close-ups of live actors with 360-degree perspectives of the environment and access to the internal thoughts and memories of the characters.

"There is nothing more compelling than live actors," continued Roach. "VirtualCinema takes the familiar look and pace of traditional movies, then lets one proceed at one's own pace, repeat sections, go off on tangents, just like novel. It's a true hybrid of the two art forms, with the third ingredient of interactivity."

HyperBole Studios will debut its first interactive film using VirtualCinema this fall, with shipping in the MPC format by Christmas. Other titles will follow in 1994, with interactive films planned in several genres, including science fiction, serious drama and comedy. "We really plan to have fun with the interactive comedy," said Roach.

### **VirtualCinema Announcement Concurrent With Screen Actors Guild Agreement**

HyperBole recently made Hollywood history with its signing of the industry's first interactive performance agreement through the Screen Actors Guild. HyperBole's contract with the 30 actors the company used in its first, as yet untitled, science fiction movie is now being used by four other multimedia producers.

"Interactive films are very different from traditional movies and must be treated as such by attorney's, accountants and film studios," said Halle Eavelyn, president of HyperBole Studios. "Actors take us very seriously when we ask them if they want to be involved in interactive cinema now or be replaced by artificial actors later."

HyperBole Studios is an award-winning publisher of interactive titles on CD-ROM. The company's first effort, *The Madness of Roland*, and an upcoming title, *Portals*, have won more than a dozen major awards collectively, including two InVision awards and Best of Show awards at the QuickTime Film Festival and QuickTime Movie Festival.

Greg Roach, the company's founder, has been called "the Stephen Spielberg of multimedia" and is considered one of the leading experts on the arts and multimedia, as well as a pioneer in the

development of new interactive programming and creative techniques. Roach also teaches interactive filmmaking classes at San Francisco State University and the American Film Institute. Both Eavelyn and Roach worked as actors, directors and producers in traditional film and theatre before forming HyperBole Studios in 1990.

Media Vision, who has the exclusive distribution rights for HyperBole's new products, is one of the leading manufacturers of multimedia hardware products, including MPC upgrade kits. Its Pro AudioSpectrum sound board is one of the leading standards for sound cards, and its Pro MovieSpectrum motion digital video product is a cutting-edge product for the development of movies on the PC.

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*For more information, including product, screen shots, or videotape, please contact The Terpin Group, (310) 798-7875*

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