



## **LEGEND ENTERS CHINA WITH NEW 60,000 SQUARE FOOT FACILITY IN LUOYANG CITY**

### **COMPANY'S FOURTH LOCATION ENVISIONS STAFFING BUSINESS WITH UP TO 600 ARTISTS FOR 3D CONVERSION AND VFX SERVICES**

LOS ANGELES (December 13, 2017) – In a far-ranging deal with multiple strategic partners including local, regional and national Chinese governmental organizations, Legend 3D, Inc., the leading 3D conversion, VFX, VR and Animation studio, has finalized terms for expansion into China. As a result, Legend will be establishing a new operation to offer services in support of 3D conversion and VFX projects in the heart of China's rapidly growing entertainment technology sector – Luoyang City - in the province of Henan.

Target opening date of its newest facility is Spring 2018.

Legend Vice President Will Maurer has been guiding the development of this opportunity for most of the past year. The result of those efforts is an exclusive relationship with multiple partners including multiple municipal entities in both Luoyang City and Henan Province, and the company's fourth studio location. When operations begin at the new facility, Legend will be able to provide 3D conversion services for films produced both domestically and internationally.

An elaborate ceremony was hosted by local and regional Chinese authorities held this past Tuesday evening (Dec. 11) on the site where Legend China will open a new 60,000 square foot state-of-the-art facility in 90-acre Luoyang National University Science Park, a sprawling modern business environment offering state-of-the-art services to evolving (incubator and R&D) and established companies. Plans call for the new operation to employ up to 600 experienced roto and paint artists, as well to partner with local universities to both provide training and job placement services to artists in the region.

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With the company's Pune, India site, which opened in October, now fully operational, its Luoyang facility coming on line in four months, and its Toronto and Los Angeles studios up and running at optimal output, Legend's clients will benefit from an expanded workforce, increased capacity and the seamless integration of the company's global talent base.

With 98% of screens across all movie theaters in China are equipped to show films in 3D, the largest such concentration in the world, one of the factors which motivated Legend to build a presence on the Mainland was the opportunity to take a leadership role in elevating the quality of the 3D standard of films exhibiting in Chinese theatres.

As part of Legend's government and agency partnerships, there has been a mutual commitment to create a method for ensuring moviegoers in the region are aware of the quality of the content before paying a premium ticket price to see the movie in 3D.

To ensure the privacy of client IP, Legend is replicating the same Tier 1 digital security standard in Luoyang which it has established in all of its other locations, and will be interconnecting all four facilities to provide a secure and efficient global workflow to the protocols required by the major motion picture studios.

"The business and cultural significance of this alliance reflects Legend's focus on identifying growing markets for the production and distribution of 3D movies, and putting down creative roots in regions which benefit both our clients and the local artistic community," said Aidan Foley, Legend Chief Executive Officer.

"We are grateful to the People's Government of Luoyang City, especially Vice Mayor Wei Xianfeng, for facilitating all aspects of the process and welcoming Legend into this quickly growing region of China's Henan province," continued Foley.

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“Legend represents the highest standards in digital imagery and we will do everything we can to ensure they are successful in their expansion to China,” added Luoyang City Mayor Liu Wankang.

**About Legend 3D, Inc.**

Since its founding in 2001, Legend has earned a reputation for innovative Stereoscopic 3D Conversion and Visual Effects services through its talented artists and market-leading technology. Spring 2018 will bring with it the addition of 600 employees to its new Luoyang City facilities in Henan Province, China, joining the nearly 1000 employees across the Los Angeles, Toronto, and Pune, India locations. Legend offers full-scale VR and VFX creative, production, and post-production services – from concept to final color – for major brands, studios, and agencies, as well as CG services through its Animation division.

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Photo Caption

(L to R:) Legend Vice President Will Maurer and Luoyang City Vice Mayor Wei Xianfeng commemorate the creation of Legend China during a lavish ceremony at the Luoyang National University Science Park complex.



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