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Frima job offer: Senior Studios Director

GALLERY:

Luminous Arc 2 shows itself



Atlus is helping Japanese studio imageepoch and will translate Luminous Arc 2, a tactical role-playing

NEWS

Nerd Corps Entertainment: Between Animation, Television and Videogame - Ken Faier

Nerd Corps Entertainment is a full service property development and animation studio based in Vancouver, Canada, with offices in Toronto. The company was formed in 2002, with the primary goal of breaking free from preconceived boundaries of 3-D animation in order to produce stylistically innovative animated projects - from inception all the way to final delivery - based on a solid foundation of superb storytelling.



GADGETS:

ViewSonic Debuts Portable Media Player for On-the-Go HD Digital Media Viewing



ViewSonic Corp., a provider of visual display and consumer electronics products, has mobilized the HD viewing experience with its new palm-sized VPD400 MovieBook media player. Partnering extensive storage with complete digital content support(1) available and video output performance of up to 720p, the VPD400 is the ideal portable entertainment solution.

Rogers and RIM Announce Availability of the BlackBerry Pearl Flip 8220 Smartphone in Canada

game, for the North-American territory before the end of this year. The month of November 2008 will be illuminated by Luminous Arc 2, the sequel to the strategy role-playing game for the Nintendo DS that was launched in 2007 for the North-American market.

**BioShock 2 (2K Games) first screenshots appear online**

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**Wet (Bethesda) splashes through screenshots**

Nerd Corps's game and television development slate aims to blend humor with action/adventure, targeting an audience of 6 to 12-year-olds. The studio distributes its intellectual properties on all possible platforms.

"At the heart of it, it's about our consumer," says Ken Faier. "Kids very naturally want to experience the fantasy of the properties that they love, and so what really is at the heart of what we've done is understanding our audience and what they do"

According to Ken Faier, young people spend more and more time in front of a screen, whether it is the television, a computer or a mobile device. "Kids are spending a lot of time in other platforms, but they're still watching a lot of TV. So for us the goal is to be wherever kids are experiencing our properties. And if we're not there, then some other property is."

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At the core of Nerd Corp's approach is a dedicated focus on the creation of a brand to which the audience becomes loyal, so that even if money is lost in some aspects of the business, all platforms ultimately become promotional and all ultimately generate revenue.

The main emphasis is on understanding what the viewers "love about the characters that we create, the stories, the worlds." We want to produce properties, Ken Faier says, without going down the traditional route of licensing the work so that we are "taking control as much as we can of the editorial aspects of that experience because no one knows the property better than the creators will."

Nerd Corps is taking its first steps in multi-platform development and Ken Faier admits that there will be difficulties to surmount. "We're going through those growing pains - how you do television production and the methodologies, and how you do it for video games. In the end, it's really about the type of team, and the

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**IBM Unveils Cognitive Computing Chips** ( News)

type of creative talent you have, and the communication between the game designer and the producer and the tech lead, with our writers on the TV side."

But the creative process is quite an experience, he says: "It's been exciting to see these people come together and inspire each other because it's not just about the character, and his story or her story, it's about the entry point for the audience to get into those characters, and how they might want to become those characters, or be in that world. Because in the games space, the character is the player."

The creation of a world and story on several platforms also has its limits. "Our business model is quality before quantity," explains Ken Faier. Rather than developing several series, "we've always felt that managing a small amount of properties and really exploiting them well across all the places you can is the strategy to focus on."

The ultimate importance is the creation of a quality product. "We want our first game to be great," says Ken Faier. "Everyone's after the same thing. They want kids to love their property. And if they do, there's always a way to finance it."

Nerd Corps has produced a number of projects, including "The League of Super Evil," featuring a band of 4 super-villains, "Dragon Booster," a story of good versus evil, dragons and humans, and "Stormhawks," the tale of fearless squadrons who patrol the skies of Atmos. Also under development is "Hot Wheels Battle Force," the story of a group of elite teen drivers in fast cars battling evil alien invaders, and the comedies featuring "Endangered Species," and the slugslingers of "Subterranea."

Working in a state-of-the-art studio with more than 80 highly skilled artists and production staff, the company is well equipped to provide creative expertise and execution of all aspects of the development and production of film and television properties, including promotional materials and creative services for merchandising and licensing partners. An industry rarity in its ability to deliver on every aspect of franchise creation, Nerd Corps is emerging as one of the premier animation property developers and producers in the field.

Photo and interview: Charles Prémont Text: Charles Prémont and Majja Bradford

[July 26, 2011]

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Website based on SPIP, an Open Source program under GNU/GPL licence

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
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