



vision of the people

a b o u t u s

VisPop is a production company that partners with independent filmmakers to co-produce medium budget, high spectacle films for worldwide audiences. We bring knowledge & experience from visual effects intensive blockbusters to independent features.

w h y p a r t n e r w i t h v i s p o p ?

Based at Fox Studios in Sydney Australia, VisPop has immediate access to world-class crews, studio space, visual effects providers and government incentive schemes. Our network extends across the globe to the best vendors in London, California and Canada, and our proximity to India and Asia has allowed us to build strong relationships with high quality cost competitive alternatives.

With VisPop as co-producers, independent filmmakers can receive the quality of service and the spectacular results demanded by our previous clients at Warner Brothers, 20th Century Fox, Paramount and Walt Disney Pictures, for a significantly lower price.

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s e r v i c e s

As co-producers of high concept, high spectacle films, VisPop promises to:

- Construct design and execution visions for films in active development and seeking finance.
- Tap our relationships from twenty years in film making, on over fifty feature films, to build trusted teams and fill key heads of department roles.
- Demystify the visual effects process, broker the best market deals, and lead vendors in the execution of extraordinary visual effects.
- Harness innovative technology to sell our stories to the world.

At VisPop our experience, accessibility and passion for good storytelling equates to in-depth effects design and planning with you prior to shoot. On set we work hard to minimise budget wastage, and in post we collaborate with vendors to deliver beyond investor expectations.

We enable budget conscious filmmakers to enhance great stories with the kind of eye-popping spectacle audiences love to see.

p r e c e d e n c e

In August of 2009 the \$30 million, independent effects film *District Nine* opened in theatres across America to critical acclaim. To date, it's made over \$215 million at the box office, and was nominated for four Oscars™, including Best Visual Effects. This independent film would probably never have made it to the big screen if Peter Jackson, director of the *Lord of The Rings Trilogy*, hadn't come on board as a producer. Mr. Jackson recognized the story's potential, and the visionary talent of first time director Neill Blomkamp. Mr. Jackson used his visual effects relationships and expertise to help raise a budget for the small project and prove it's financial viability to investors.

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He then saw that the work was cast out to passionate vendors, the government rebates were accessed, and that independent effects were pushed to blockbuster levels worthy of a widespread theatrical release. Peter Jackson was District Nine's visual effects rainmaker. Unfortunately not every sleeper hit can access Peter Jackson, but they can call VisPop.

In September 2009 the \$15,000 horror film Paranormal Activity was released on 12 screens. Within weeks 1,000,000 people had utilized social networking to demand a wider release. The film hit 2,700 additional screens, grossing more than \$180 million worldwide. Crowd Distribution is harnessing the power of the new media to build an audience before a film is released. VisPop can create and implement a new media marketing strategy for you.

As District Nine & Paranormal Activity show, there is need, there is market, and there is precedence. The founders of VisPop have contributed to Oscar winning films, managed companies that have regularly competed with industry giants, and have collaborated with directors as diverse as Spike Jonze and Peter Weir. VisPop is the rainmaker partner that every independent film producer with an effects heavy project has been searching for.

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f o u n d e r s

JOHN DIETZ

Whilst studying computer engineering at the University of Arizona in the late eighties John was bitten by the creative bug and took a job as an apprentice with sculptor Robert Russin. John worked with Russin for six years carving stone, making moulds, and sweeping floors. During this time he began using his own computer as an art tool, and began his life long passion of storytelling.

In 1995 John took a job at Rhythm & Hues studio in Los Angeles (R&H) where he led the creature development for *Mouse Hunt*, as well as working on many other feature films including *Babe: Pig in the City*, *The Green Mile*, and *Hollowman*. John moved to Chicago in 2000 and built the design, fx, and animation capabilities at Sol Design FX, ultimately becoming creative and managing director. At Sol he directed multiple commercials and won a Gold Broadcast Design Award (BDA) for the AICP Titles in 2004.

In 2005 John moved to Australia and over the next six years he supervised, produced and directed animation for Rising Sun Pictures on many blockbuster visual effects films including *Terminator Salvation*, *Watchmen*, *Wolverine*, *Charlotte's Web*, and *28 Weeks Later*. He was nominated for a Visual Effects Society (VES) award for best visual effects of 2006, and won a 2009 Filmfare award for visual effects.

Working on location in China in late 2009 provided John with the catalyst for the jump to production side filmmaking. This was shortly followed by work in India, where he collaborated with director Ashutosh Gowariker on his film "Buddha".

Over the years John has honed his storytelling skills through the visual effects medium. He has led large teams on many high profile jobs, always pushing his crew to tell a better story, no matter what part of the filmmaking puzzle they are working on.

- **Vfx Supervisor / Animation Supervisor:** *Charlotte's Web; 28 Weeks Later; Where The Wild Things Are; Get Smart; Terminator: Salvation; Love Story; Last Dragon; Buddha.*
- **Vfx Producer / Production Manager:** *Watchmen; Mao's Last Dancer; Harry Potter; Wolverine.*
- **Supervisor / Artist:** *Intel; Coca-Cola; Disney; Budweiser and other TVC's.*
- **Supervisor / Lead Lighter / Fur R&D: Babe2; MouseHunt; Flintstones Viva Rock Vegas.**
- **Vfx artist:** *Hollowman; Battlefield Earth; Green Mile.*
- **Commercial Director:** *Budweiser "Caps"; 2004 AICP Midwest Intro; multiple Spec spots.*
- **2004 BDA gold winner (Director) • 2006 VES Best VFX Nominee • 2009 Filmfare winner**

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f o u n d e r s

JAMES WHITLAM

James started his career over two decades ago with New York Production & Design, the pioneers of digital film techniques in Australia. As a film tech, compositor and animator he learnt his craft working on a broad range of feature films, television commercials and cinema idents.

Moving to boutique design and editing house Ambience in 1995, James started a CG department that would grow to fifty artists under his watch, delivering multi-award winning broadcast design, high end commercials for international clients and animated children's television programs.

From CG artist to department supervisor, James next transitioned to the role of visual effects producer. Joining a talented group of people in 2002, he helped build Rising Sun Pictures into one of the worlds most highly respected feature film visual effects companies. During his nine-year tenure he rose from vfx producer to head of production to executive producer, and played a pivotal role on the companies executive team, overseeing client relationship management and all sales and marketing activities.

James is an avid writer, and is passionate about producing commercially successful original content. His goal is to enable independent filmmakers with ambition and vision to reach a wider audience.

- **Head of Sales & Marketing, senior management team** Rising Sun Pictures 2002 - 2010
- **Head of CGI, management team** Ambience Entertainment 1995 – 2002
- **Visual Effects Artist** New York Production & Design 1991 - 1995
- **Executive VFX Producer** Features: *Harry Potter & The Goblet of Fire; Harry Potter & The Order of the Phoenix; Harry Potter & The Half Blood Prince; Harry Potter & The Deathly Hallows, Green Lantern; The Way Back; The Sorcerer's Apprentice; Mao's Last Dancer; Broken Hill; X-Men Origins: Wolverine; Where The Wild Things Are; The Spirit; Australia; The Ruins; The Seeker: The Dark is Rising.*
- **VFX Producer** Features: *Terminator Salvation; The Chronicles of Narnia: Prince Caspian; 28 Weeks Later; Charlotte's Web; The Great Raid; Marvel Comics: Man-Thing; Deck Dogz; Sky Captain & the World of Tomorrow; Paycheck; The Lord of the Rings: The Return of the King; George of the Jungle 2.*
- **Head of Production** Features: *Batman Begins; The Last Samurai; The Core.*
- **Supervisor/Director** Shorts: *Jlip's Journey – Autodesk; Aibo – Sony Japan.* Broadcast: *Nine Network AFL 2001 Season Launch*
- **Animator/Compositor** Features: *Billy's Holiday; Rapa Nui; Hotel Sorrento; Sirens; Dallas Doll; Bedevil; Gino; Reckless Kelly; Say a Little Prayer.* Commercials: *Toyota; Nissan; Sony; Kellogg's; Coca Cola; Greater Union Cinemas; Cadbury.* Broadcast: *Red (Channel V); Showtime; Arena; Australian Networks Seven, Nine, Ten and ABC.*

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f o u n d e r s

JAMES R. BRANDT

As Vispop's business affairs expert James brings thirty years experience acquired from the ownership, management and board membership of a diverse portfolio of companies. His passion for due diligence provides the foundations for our clients vision to become reality. James entered the business world with marketing and economics degrees, honing his skills for a decade in consultancy to companies facing insolvency, bankruptcy and liquidation. This was followed by 50% ownership and Presidency in lease financing and credit card payment processing businesses, both success stories in their own rights and sold to major international players. Having served in senior management roles from President of differing entities to Managing Director of a division of a large corporation, James has most recently taken on the role of mentor and investor in new technology startups, across medical, manufacturing and creative industries.

- **President and 100% Principal:** *Brandt Enterprises, Inc., an investment concern. 1995 – Present*
- **Investor Series A:** *Spineology, Inc., a Design/Manufacturing concern producing medical products and innovations for the health care market. 2009 – Present*
- **Investor Series A:** *Cool Clean Technologies, Inc., Manufacturing concern using carbon dioxide for dry cleaning, replacement for lubricants in metal-cutting and the cleaning of computer components. 2007 – Present*
- **50% Principal and Manager:** *SIA Enterprises, LLC, a national payment processing sales organization. 2003 – 2009. Sold to Transnational Bankcard, LLC 06/2009*
- **President and 50% Principal:** *SIA Enterprises, Ltd, a national payment processing sales organization. 2003 – 2009. Sold to Transnational Bankcard, LLC 06/2009*
- **Manager, Equity Investor:** *Zone Therapy & Supply, LLC, Appleton WI, a company specializing in the delivery of physical rehabilitation exercises utilizing web interfaced patient specific DVD's. 2006 – 2009*
- **Investor Series A and C:** *MinuteClinic (formerly QuickMedX), a Healthcare Provider in a kiosk setting. 2004-2006. Sold to CVS Pharmacies 09/2006*
- **Board of Directors:** *The Cove of Lake Geneva, a 222 unit condo/hotel facility, Lake Geneva, WI. 2003 – 2006*
- **Managing Director:** *Lease Finance Group, a Division of CIT. 1997-1999*
- **Vice-President and 50% Principal:** *Lease Finance Group, LP (LFG). LFG is a small ticket national leasing concern. 1993-1997. Sold to Newcourt Financial 09/2007*
- **Vice-President and 48% Principal:** *Brandt Enterprises, Inc. 1993-1995*
- **Senior Staff Consultant:** *Development Specialists, Inc. (DSI). a consulting and management firm with offices in Chicago, Miami, London, United Kingdom and Los Angeles. DSI specializes in providing consulting, management and/or liquidating services to insolvent, bankrupt, troubled or reorganizing businesses. 1983-1993*
- **Board of Directors and 33.3% Principal:** *Central Transfer Company, a mining and transportation concern. 1981- 1983*
- **Senior Sales Executive:** *Lafayette Coal Company, Lafayette is a coal mining\brokerage concern. 1981- 1983*
- **University of Wisconsin LaCrosse:** *1981 Bachelors of Science Degree, Marketing; Second Major, Economics*

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