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BBDO Taps Maxim Color Technologies (MCT) for Cutting-Edge CGI Solution

*MCT's Proprietary Computer-Generated Imagery (CGI) Gaining Momentum
In Advertising, Publishing and Consumer Goods Markets*

/24-7PressRelease/ - NEW YORK, NY, April 30, 2008 — Maxim Color Technologies (MCT), a leading NYC pre-media company serving top advertising and publishing firms, was tapped by worldwide advertising network BBDO to create a cutting-edge CGI solution for a project with Bank of America and Major League Baseball.

MCT was asked to create visuals with headlines composed of a baseball jersey-stitched typeface. The end result was to be the complete alphabet and a set of numerals in 14 different colors against a letter canvas background. The stitching and outline were treated as separate components to allow the creation of headlines matching every major league team logo color. The lettering was originally sewn by machine and photographed, but because the quality and consistency of the sewn letters varied, a cutting-edge solution was necessary.

BBDO brought in MCT, experts at tailoring solutions using CGI modeling and rendering. "In less than 10 days, we created three versions and wrote a script for the modeling process to generate the stitching - so all the threading was consistent in terms of thickness, frequency and distance," says Rob Bender, Chief Technology Officer of MCT. "The background canvas was custom created with a very high-resolution displacement map and the letters were rendered in high resolution to enable use for out-of-home printing applications."

MCT offers adaptive technologies for print media similar to those used by the motion picture industry to create lifelike special effects. CGI technology delivers the lighting precision and artistic effects that photography cannot always capture. Images are rendered via proprietary 3D modeling software and capture all the physical details of an actual photo. Among its many benefits, the technology eliminates the need for costly product prototypes.

MCT is gaining momentum in the rapidly expanding CGI marketplace. "Working with industry giants such as BBDO strengthens our leadership position," says Bender. "With our CGI technology, no mission is impossible."

About Maxim Color Technologies (MCT)

MCT is a leading pre-media and digital photography company with many years of experience serving the commercial print market. Services include 3D photorealistic computer-generated imagery (CGI), retouching, color correction, image manipulation, digital asset management, file creation, color-managed digital photography and large-format outdoor printing. The company's state-of-the-art digital photography studio features proprietary color management software developed by Kodak. MCT is the only Minority Business Enterprise (MBE) pre-media company in NYC. The company also operates offices in Florida and Hong Kong. For more information, visit www.mctny.com.

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