



Experience the Power

ACA EXPANDS ITS VISUAL EFFECTS SYSTEMS SOLUTION FOR DIGITAL ENTERTAINMENT CREATION WITH AUTODESK

ACA Pacific to distribute systems products in Singapore and Indonesia following the sales success in Malaysia

Singapore, 30 June, 2009 – ACA Pacific Technology (S) Pte Ltd (“ACA Pacific”), a leading IT distributor within the Asia-Pacific region, expands its **visual effects systems solution for Digital Entertainment Creation with Autodesk**.

Under the agreement, ACA extends its partnership to distribute Autodesk’s visual effects and finishing systems in **Singapore and Indonesia** following the sales success in Malaysia.

The addition of the Systems Solution will be a good extension to ACA’s current range of Media and Entertainment software solutions like 3dsMax, Maya and Mudbox.

New Range of Products

•Autodesk Flame 1010, Autodesk Flint 2010 , Autodesk Flare 2010 and Autodesk Inferno 2010 systems for visual effects

•Autodesk Smoke 2010 systems for finishing

•Autodesk Lustre 2009, extension 1 systems for digital color grading

“We are delighted to have achieved this exclusive partnership with Autodesk in this region. The thriving sales success in Malaysia proves to be a strong reflection of the region’s growing emphasis in boosting production efficiency and promoting creative freedom.” said Mr. Mark Gill, Managing Director of ACA Pacific Technology (S) Pte Ltd.

Mark added, “The market potential is exponential especially with the Singapore Government investing a total of S\$230 million over five years to develop the country’s media content sector”.

“While Autodesk strives to provide integrated solutions that help the customers meet today’s creative and business challenges, we are also dedicated to drive market share and business values to our partners and customers in this region.” said Mr. Saiful Bahar, Business Manager – Systems - South East Asia, Hong Kong and Taiwan Media & Entertainment Division.

Saiful commented, “The collaboration between ACA and Autodesk is a perfect match especially with ACA’s strong distribution network, market acumen, go-to-market strategy and account penetration of the Film, Media and Entertainment industry in this region.”

Autodesk tools have been used on some of the year’s highest profile entertainment projects, including the TV shows “NCIS,” “Bones,” “Prison Break,” “Smallville” and “Dexter”; as well as blockbuster movies such as “Milk,” “Frost/Nixon,” “Changeling,” “Madagascar: Escape 2 Africa” and “The Day the Earth Stood Still”.

The solution was also used to help shape the Super Bowl commercials Pepsi “Pass” and “Refresh,” General Electric “Scarecrow” and Pedigree “Crazy Pets.”

Contact us for more details;

Sales Department
Malaysia – TK Neo
Singapore – Soh Lay Peng
Indonesia – Glen Wee

tk.neo@acapacific.com.my
lappeng@acapacific.com.sg
glenwee@acapacific.com.sg

Technical & Sales Department
Bryan Lim bryan.lim@acapacific.com.my

Marketing Department
Christina Tan christinatan@acapacific.com.sg