

# Digit Digit

Success Story

Autodesk® Flame®  
Autodesk® Lustre®

“Our philosophy is great people and technology. Therefore, we have invested over 50 million US dollars on human resources and the facilities in Hong Kong.”

“Our experienced staff are all attentive to details. They use Autodesk software to do 3D visual effects, color grading and editorial finishing, and in turn producing high quality and award winning TV commercials.”

-Nicky Ng  
Executive Director  
Digit Digit

# Autodesk® Flame® and Autodesk® Lustre® help Digit Digit produces award-winning TV commercials



Image Courtesy of Digit Digit

## Project Summary

Founded in 1995, Digit Digit is one of the biggest post production studios in Asia, particularly in TV commercials, movies, 3D animation, multi-media AV effects. The company has its over 23,000 square feet studio at Hong Kong headquarter, and it also has branches in mainland China. Since its founding, the facility has tailed up prestigious clients, including Cathay Pacific, Carlsberg, China Mobiles, Coca Cola, IKEA, Johnson & Johnson, McDonald, Ocean Park, Li Ning, P&G, just to name few.

As a long-time Autodesk customer, Digit Digit has just upgraded all the Autodesk systems to latest version of Flame 2013 in associate with a newly purchase of one Flame 2013 and two Lustre 2013 Color Grading Systems. This is not only to keep herself the most prestigious post production service provider in China and Hong Kong, but also to stay

competitive with the best tools available in the market to take the challenge of post production in the marketplace.

## The Challenge

“Customers are always asking for “more”,” says Mr. Nicky Ng, Executive Director of Digit Digit. “Schedules and budgets have continued to grow tighter these few years. Therefore, how to control the schedule and the budgets becomes the number one challenge in post production industry nowadays.”

Post-production is the last step in the process, and the one that is most affected by the deadline. Any time spent fixing inevitably takes away from time that could have been used to turn a good video or TV spot into a great one.

Autodesk®



Image Courtesy of Digit Digit



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Besides, standardization in post production is another challenge in the industry. With end users demanding content through different channels and platforms, standardization has taken on a new meaning and new challenge. Master tapes can no longer meet the expectation and so having a standard software is very important.

#### The Solution

Digit Digit has invested over 50 million US dollars on human resources and her facilities in Hong Kong. Furthermore, new investment budget has massively spent on Autodesk Creative Finishing Tools, including the upgrade of 8 licenses and purchase of 1 new license of Autodesk® Flame®, and also added 2 new licenses of Autodesk® Lustre®.

Autodesk® Flame® and Autodesk® Lustre® software offer innovative tools for visual effects, advanced graphics, and 3D compositing in television and film post production. It provides powerful ways to

integrate ultra-realistic lighting into the core of the 3D toolset and a comprehensive set of effects tools for finishing stereoscopic 3D projects.

“Our experienced colorists and digital artists are all familiar with Autodesk Creative Finishing Tools,” adds Ng. “They use Autodesk software to do 3D visual effects, color grading and editorial finishing, and in turn producing high quality and award winning TV commercials, including the Grand Prix Kam Fan at the Hong Kong 4’A’s award, the Gold Award at the 4th ROI Festival, the Best Award at the 15th Times Advertising Awards, just to name a few.”

“Our mission is to put every single effort to make the final product better, enhancing it with great visual effects, and bringing it to another level beyond the storyboards and raw footage. We couldn’t achieve this without the powerful tools from Autodesk,” says Ng.

#### The Result

Digit Digit Ltd. recognizes Autodesk as a long term technology partner in providing state-of-art toolset for her post production workflow. Staying competitive and retaining reputation, they are committed to the best deliverables to the customers with the latest technology in the marketplace.

“With the long term partner relationship with Autodesk, we strive to stay ahead of the competition and in the market. We will definitely expand the software usage together with our expanding business in the not distant future,” adds Ng.



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