

# 3D Animation – Bringing an iconic figure to life through animation



### Customer

4K Animation is a leading animation company headquartered in Berlin, Germany. 4K focuses on the development and production of innovative digital special effects and 3D character animation for film and TV productions. For more information, visit <http://www.4k-animation.com>.

### Project information

Mahindra Satyam BPO worked on the hit television series, 'Marvi' (featuring Marvi Hammer, an iconic figure in the world of children's entertainment) comprising the following:

- A 52-episode TV series for international release
- 2D, 3D and VFX services

### Business Challenge

- The required output was a combination of live and animated characters, hence animation and staging was critical and time consuming
- Being the third season of a very popular series, consistency in timing and animation was critical
- The dialogues were in German, which required lip sync to be done in German
- Integration of 2D shots appearing on a screen in the live action background with 3D animation

### Mahindra Satyam's Solution

- Compositors were re-oriented to bring together all the elements of animation and live action with timing of dialogues and reactions being synchronized by proactively laying it out on the storyboard
- German supervisors who worked on the earlier season were positioned along with our team to train our animators regarding cultural sensitivities and understanding of Marvi Hammer's characteristics
- Mahindra Satyam BPO worked on animation, lighting, props modeling/texturing /shading, rendering and compositing. Also, successfully performed lighting and compositing jobs despite the complexity of 3D character being composited with live action
- Precise translation, including detailed explanations of the complete storyboard enabled the production's efficiency
- Adherence to eSCM, Six Sigma and ISO 27001 helped us address key customer requirements
- Invested in technologies such as Renderman to deliver high quality services
- Apart from this, Mahindra Satyam BPO delivered two international music videos based on Marvi

## Case Study

### Benefits

- Our vastly experienced manpower and superior production management enabled our customer to reduce their supervisor strength to almost 50%
- Optimized resource utilization and repeated process improvements enabled significant reduction in cost over-runs
- Completed the project 2 weeks ahead of schedule, enabling our customer to plan their deliveries well in advance
- Ensured stability in operations by restricting attrition during the execution phase to less than 1%

At Mahindra Satyam BPO's Media and Entertainment practice, we offer a diverse portfolio of comprehensive, high-quality BPO services to drive efficiency among world-leading Telecom and Media corporations. Our service offerings for the media industry include VFX & CGI, 3D Animation, Visualization and Gaming.

For further information please write to [Connect@mahindrasatyambpo.com](mailto:Connect@mahindrasatyambpo.com) and [rfi@mahindrasatyam.com](mailto:rfi@mahindrasatyam.com).