

**Announcing "Transformers: Prime," an animated TV series in full CG by Polygon Pictures!
Footage to premiere in Japan at Inter BEE 2011!**

Polygon Pictures Inc. ("PPI," President and CEO: Shuzo Shiota, Head Office: Minato-ku, Tokyo) is proud to announce production of "Transformers: Prime," a fully 3D CG animated television series that marks the most recent work in the legendary "Transformers" universe.

Footage from the series will be unveiled in Japan for the first time in conjunction with the Autodesk Inc. (President: Morio Kizawa, Head Office: Chuo-ku, Tokyo) booth at the upcoming Inter BEE 2011, a top exhibition for audio, video and communications professionals. To realize the "Transformers: Prime" production process, PPI took advantage of the many sophisticated compositing tools offered by Autodesk, a leading vendor in the CG industry. This year, Autodesk will present actual footage from the series as part of a demonstration of the tools used in its production.

Through these and other endeavors, PPI continues to strive to uphold our mission to "do what no other has done, in unparalleled quality, for all the world to see and enjoy."

About "Transformers: Prime," a full-CG TV series

"Transformers: Prime," a brand-new animated series produced in full 3DCG, is the latest installment in the world-renowned Transformers franchise.

The show made its U.S. debut in November 2010 on Hasbro's network The Hub, and all 26 episodes of Season 1 have since been aired to rave reviews across Europe, South America and Asia.

PPI has created a series that's full of entertainment for all ages with show-stopping transformation animations and lavish use of the latest CG techniques.



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About International Broadcast Equipment Exhibition Inter BEE 2011

Inter BEE has established itself as a showcase for the best broadcast, video, audio and lighting equipment from overseas and domestic manufacturers. As one of the top exhibitions for professionals in the audio, video and communications industries, this international event also brings together peripheral applications and solutions under one roof.

The Making of "Transformers: Prime"

Venue: International Broadcast Equipment Exhibition, Inter BEE 2011 (<http://www.inter-bee.com/en/>)

Makuhari Messe (2-1 Nakase, Mihama-ku, Chiba City, Chiba Prefecture), Autodesk booth #6113

Date: November 18 (Friday), 1:10-1:55pm, 3:25-4:10pm (schedule subject to change)

About Autodesk, Inc.

Autodesk, Inc. (NASDAQ: ADSK) is an internationally recognized manufacturer of 3D design software. While focusing mainly on the manufacturing, architecture, engineering, media and entertainment industries, Autodesk® software has been instrumental in helping a diverse array of businesses to visualize, simulate and embody their ideas. Notably, the Academy Award® Best Visual Effects winning works for 15 years running have all used Autodesk's software. Starting with the announcement of AutoCAD® in 1982, the company has continued to develop some of the industry's most advanced design software for the global market. For more information, visit <http://www.autodesk.co.jp>.

About Polygon Pictures



As part of the Amana Group, under the umbrella of amana holdings inc. (President and Representative Director: Hironobu Shindo, Head Office: Shinagawa-ku, Tokyo, Securities Code: TSE Mothers 2402), PPI is actively involved in the business of digital contents creation.

Since its founding in July 1983, PPI's mission has been to "do what no other has done, in unparalleled quality, for all the world to see and enjoy." In addition to being one of the first Japanese companies to create CG animation for multiple long-form TV series in the United States, PPI produces digital content for films, video games and exhibitions, as well as managing intellectual property licensing. The production studio brings together over 300 creators from around the world, who pool their talents to bring forth new contents.

By fusing its unrivaled CG know-how with the internationally recognized quality of the Japanese animation industry, PPI is on the way to becoming a leading company in the contents business.

For more information, visit our website at <http://www.ppi.co.jp>.