

Mega Media and their ICON Theatre in Singapore

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Singapore-based production house Mega Media recently installed a Digidesign ICON 32-fader D-Control worksurface, and HD3 Accel pro tools system featuring a 192 I/O and Sync I/O. The facility now boasts the appropriately named 'ICON Theatre' as part of its impressive suite of rooms.

Established in 1990, Mega Media is considered one of Asia's most prolific Feature Film producers, having completed 5 feature films in the last 5 years, including the award-winning Singapore-Vietnam Co-production "Song of the Stork", which won the "Best Feature Film Award" at the Milano Film Festival in 2002. The film has travelled to more than 15 film festivals globally and has also been released theatrically in Vietnam, France, Japan and the United States. Rights have also been sold to Hong Kong, Poland, Greece, China and Malaysia.

Mega Media General manager Joshua Hong, who composed the original score and produced the music for Song of the Stork, is impressed by the ICON's 'value for money' and stand out feature set.

"It is cost competitive which gives us a real edge financially," Joshua says. "It is also able to handle our many special requirements including theatrical 7.1 surround mixing."

Digidesign recently announced the ICON D-Control™ worksurface can now be part of a Dolby-approved studio for mixing theatrical features, commercials and trailers. This feature is of tremendous benefit and importance to Mega Media to maintain its reputation for Dolby produced excellence.

"The ICON fits perfectly into the projects we do," Joshua says. "We are the only facility in Singapore that can do theatrical sound mixing that is certified by Dolby, so it is great for us."

On the small screen, Mega Media is the largest independent High Definition Producer in Asia. In October 2005, Mega Media announced a co-production agreement with US-based Rainbow Media to produce a slate of 100 to 200 hours of High Definition television content valued at USD\$20 Million. This production schedule is supported by the Media Development Authority of Singapore, involves the nation's entire HD community, and is managed by Mega Media HD (MMHD). Mega Media is also currently developing additional documentary and mini-series content with partners in France, Germany and Italy.

Joshua also enjoys the edge that the ICON has contributed to his business across both large and small screen projects.

"Our sound post production setup which includes the Digidesign ICON, allows us to handle all of our projects from 5.1 Dolby E for television through to 7.1 Dolby Digital for the theatre," Joshua says. "This has positioned us as an all-round leader in sound post production."

Singapore-based Digidesign dealer IMS Mahajak are proud of the achievements of Mega Media in the world of Film and TV post production, and look forward to supporting their needs into the future.

"Joshua and his team at Mega Media are definitely on the right track with their 'Icon Theater' system," Shah says. "They continually produce entertainment of such a high quality and we look forward to supporting them with future productions."

Currently, Mega Media has 17 feature film projects in development in Singapore, Thailand, Indonesia & Vietnam. More than half of these projects are slated for production and completed within the next 12 months and are valued at about SGD\$10 Million.



Mixing in the ICON Theatre in Singapore