

COMPUTER GRAPHICS WORLD

CONTENIDO

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Editor's Note

Where's the Creativity?

- 2 Following some poor performances in past years, this year's Super bowl ads scored relatively high in terms of their creativity and VFX.

SPOTLIGHT

- 4 **Products** Dell's Latitude laptops, tablet, OptiPlex desktops and small form-factor solution, and Precision workstations and mobile workstations. The Foundry's Nuke and NukeX Version 6.2. Vicon's T-Series cameras. Okino's CAD conversion system for SolidWorks 2011. Nvidia's NVS 300.
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Barbara Robertson.

Commercial Success.

- 21 This year's Super Bowl ads serve up a wide range of digital effects, including an all-CG epic-style invasion, dogs that are the life of the party, a grateful beaver, a black beetle on the go, a car heist that's over the top, and TV icons

who show their team spirit.
Karen Moltenbrey.

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Barbara Robertson.

Mother of Invention.

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Barbara Robertson.

Recruitment.

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ON THE COVER

At first glance, the partnership of live-action director Gore Verbinski and legendary VFX studio ILM on an animated movie seems as out of place as, well, a Hawaiian shirt-clad chameleon in a western. But in the CG feature *Rango*, both pairings couldn't be more perfect. See pg. 10.