



Owle Animations

**E-BOOK
PORTFOLIO
2017**

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INTRODUCTION

From vague dreams and blurry shadows, a team of strong willed businessmen and hard-core artists stepped forward to join a journey for turning their dreams into realities, giving birth to Owle Animations. Riding high on the waves of cutting edge technology and unmatched creativity, Owle has now put their mark on the creative map by expanding business into the UK and bringing projects to India.

With studios in Birmingham, UK and Trivandrum, India, Owle Animations is poised to take on the challenges coming our way with a team of world class creative and technical talents and strong willed managers, who are always willing to go the extra mile to keep our customers happy. We had developed a strong skill set on UI (User interface) and UX (User Experience) Designing.

Owle Animations offers the facility for partnerships and collaborative arrangements on different projects and acts as a Media Hub for organizations looking for acquisitions and building consortiums for government or privately funded projects.



PEOPLE BEHIND

Sreejith Somanathan – Mr Sreejith is an experienced management consultant and a successful entrepreneur in UK and India. He is a Business Management graduate and post-graduate diploma holder in business. He is the Director/Co-founder of Birmingham Graduate School, having campus in UK. Prior to establish his own business, worked as an International Business Development Director of a leading educational establishment in the UK.

He extensively travelled to East Africa and build close relationship with the Government and Schools in the region. He had also participated, in many global corporate events and programs. He is a regular attendee of the Quality Assurance Program and Joint Board of Studies conducted by University of Wales, for their partner Institutions. He is a consultant for a number of successful small and medium-sized businesses in India, Sri Lanka, Africa and the UK.

Tinu Mohan – Mr. Tinu Mohan joined the team to start Owle with over a decade's experience in animation industry. Having started his animation career after his degree in computer application and a diploma in 2d and 3d animation, Tinu has worked as an artist on more than 21 international projects from clients like Disney, paramount, BBC, Toei etc. He has begun his career as a Digital artist, working his way to Chief Technical Officer in a span of 10 years before joining Owle Media.

Sanju Padmasivarajan – Mr. Sanju has started his career as a 2D illustrator in 2003 and switched over to the next dimension a year later. He started climbing the ladder in the industry by joining a large Animation Company as a junior lighting artist, becoming the integral part of the team in a short span and soon becoming a team leader before moving into UK for bigger industry exposure.

Sanju has joined a major UK studio as a 3D Generalist and in three months-time promoted to the role of a Senior Supervisor (Studio), responsible for scheduling, QA and delivery of a major 3D Animation Movie, reporting directly to the Director and CEO of the Company. He has the experience of working for many award winning and successful animation series and movies during his time with various animation studios in India and UK.

OWLE SO FAR ...

- Owle Animations started its operation with 5 trainee artists in the year 2010.
- Currently have 25 employees.
- Produced a 60 minutes direct-to-home DVD movie, Koko Moko. Everything from Concept to design, to production to post production was done in house to build the base for Owle Interactive Media.
- Partnership with Vanessa Chapman (Previous MD Lego Media), an industry veteran with over 25 years of experience in the Media Industry.
- Partnership with Chapter Media, UK. Chapter Media is a technology and product development consultancy with an integrated e-commerce platform for distributing Content globally on web, TV and app. The key focus of the company is in content development, acquisition, investment and distribution solutions and is the owner of highly successful animation series The Little Robots and the Iconicles. Robbie Williams and J K Rowling, creator of the Harry Potter series is some of the best known clients of Chapter Media, managing all their online distribution rights.
- Partnership with Giglets, an award-winning education technology company based in Scotland. On this partnership Owle will be responsible of developing all their Interactive EBooks (Book App).
- Owle Animations has been developed a number of Interactive E Book for Publishing Companies and Authors in US, UK and Israel.
- Association with Awesome Brands, UK, a new venture of the highly successful Entrepreneur James Driscoll and Simon Gain, a leading UK brand creator. James Driscoll is the ex-owner of Leeds United Football Club and creator of many Successful animated series in 80s including the highly successful 'The Shoe People, Digswell, Astro Knights, Oggies.

- Started the international operation on August 2012 based from UK. All the business operations functions out of this office.
- Completed a successful studio visit to the KINFRA facility by Alan Dewhurst (Oscar Award Winner) and Series Director of Iconicles.
- Owle Animations own international IP, Graveyard Disorder (working title) is under development in UK. The key creative team includes Dean Wilkinson (writer, BAFTA winner), Rob Lee (Character Designer, Fireman Sam), Bob Fuentes III (Storyboard, 3 time EMMY winner).
- Owle Animations has been doing a number of animated short movies, Commercials and corporate presentations for clients from US, UK, Israel and Middle East.

E-BOOK

We are full service interactive digital content developers that creates interactive 2D & 3D animation for web, mobile devices, and tablets such as iPad, iPhone and in other android devices. It is a way to effectively immerse and engage your readers and audience in an experience unfound in traditional one way communication. At the same time, the interactive animations can be fun and educational. Let your eBook live up to its full potential with our interactive 2D & 3D animations. If you have no existing animations in hands, we can then develop high-quality animations that are iPad, iPhone and Android friendly and play on nearly all Smartphones. We develop custom Apps with attention-grabbing interactive animations. No matter what your need, we make your book App really stand out and deliver an outstanding user experience to your target readers and audience.

Steps Followed for E-book :-

Content Development and Design Architecture

An eBook is a series of blog posts stitched together and they are still at the early part of their life cycle and many customers are embracing the eBook format for the first time. Content designing gives a clear structure for the eBook in short it is a plan or an organizer to shows the steps. We should treat each chapter like a blog post; each chapter needs to flow fluidly from one to the other. The best way to outline your eBook is by thinking of it as a crash course and by creating a strong content.



Structuring and organizing digital layout



Identifying the area of interaction
between the content and user



Developing storyboard & Interactive



Incorporating content designs



Design and build interactive eBook



Create digital asset style guides



Implement responsive design



Create prototype

Digital Development and composition

Build and program all interactive elements HTML5 experts collect the sample chapter information from the Editorial and Design Analysis teams and begin coding the entire eBook accordingly. Senior level HTML5 coders work closely with the editorial and design teams to handle the treatment of any anomalies that may arise. For example, if an element is missed during the editorial and design phase, it would not have a visual design or CSS (Cascading Style Sheets) implementation and would be sent back to the design and editorial teams for treatment suggestions. HTML5 coders build and program all interactive elements based on the storyboards from the Editorial and Design Analysis phase. Once the eBook and all of its interactive content has been built, all visual and auditory content and interactive elements to the eBook frame work.



Build and program all interactive elements



Integrate all visual and auditory content and interactive elements to the eBook frame work

Testing and Quality Assurance

Strict audit standards are required to enforce stringent quality metrics and to successfully produce high volumes of complex works. The first step in this final phase is a thorough proofreading of the digital content against the source files and the printed book to ensure that all of the appropriate content was transferred and all interactivities incorporated in the right places. The interactive eBook then undergoes a rigorous functionality test to ensure that all links and interactivities work correctly across all web and mobile platforms. Cross-platform testing is also done on all devices for UI/UX, accessibility, and compliance. For each of these processes a checklist is in place so that nothing is overlooked. Proof reading of the Digital contents.



Proof reading of the Digital contents



Test functionality of the interface and interactivities



Platform and cross platform testing on all devices for UI/UX, accessibility, functionality and compliance



Audit sample to verify quality standards

OUR WORKS

SAM AND THE ELECTRIC MAN

Android App



Clients Input : Concept and Story board

Owle's scope : Pre-production to final out

CLIENT : ISRAEL

SAM AND THE ELECTRIC MAN

Android App



Clients Input : Concept and Story board

Owle's scope : Pre-production to final out

CLIENT : ISRAEL

PACI AND THE PACIFIER

Android App



Clients Input : Concept and Story board

Owle's scope : Pre-production to final out

CLIENT : ISRAEL

SAM AND THE CAR

Android App



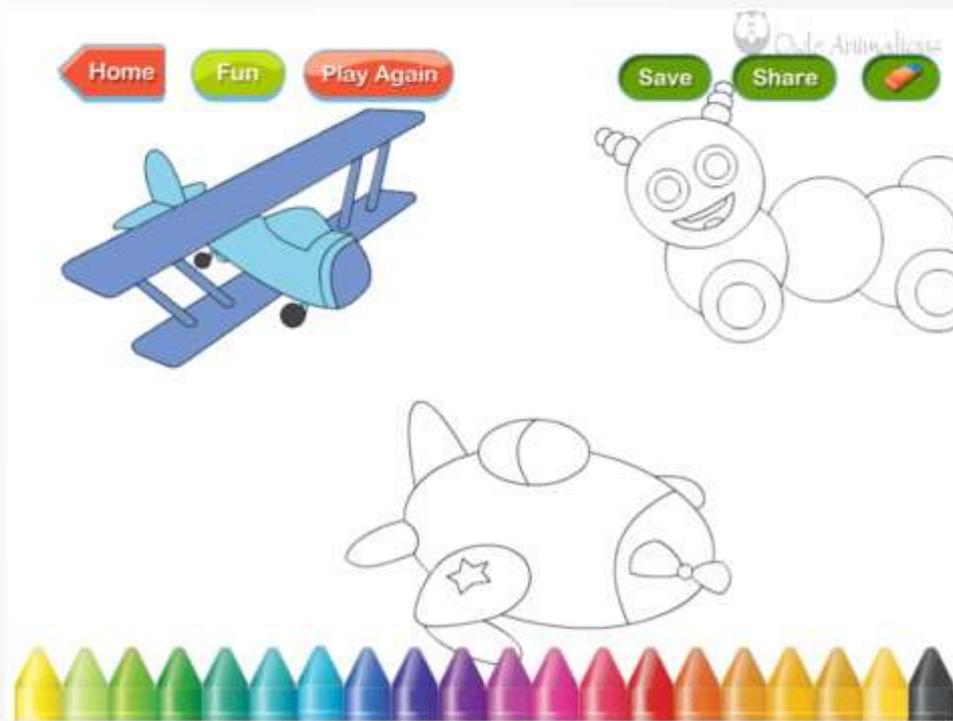
Clients Input : Concept and Story board

Owle's scope : Pre-production to final out

CLIENT : ISRAEL

GOING TO PLAY SCHOOL

Android App



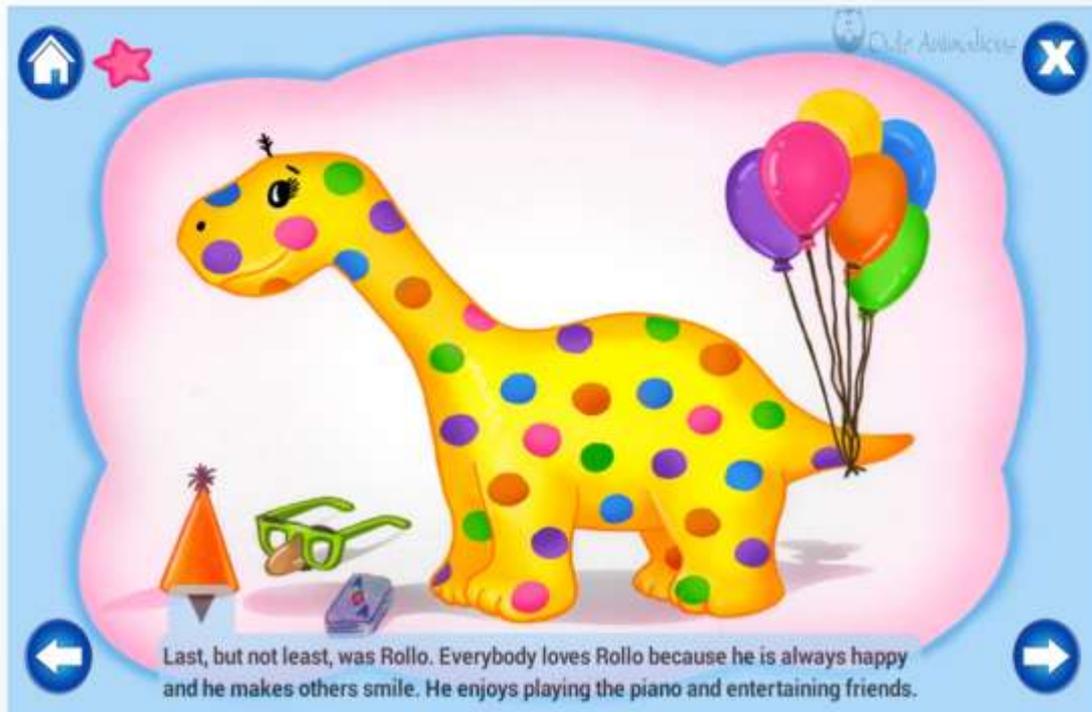
Clients Input : Concept and Story board

Owle's scope : Pre-production to final out

CLIENT : ISRAEL

DINO BUDDIES

Android App



Clients Input : Concept and Story board

Owle's scope : Designing to Development

CLIENT : USA

What advantage Owle can bring on board

- Service of specialised, trained and experienced designers who understands the product and its end users
- Service of a multi-talented team who knows the emerging trend
- Usage of Industry standard Licensed software's
- Availability of high-end hardware's
- Service of graphic experts for any duration – from 1 hour to months, thus taking care of the design and user experience aspect of your application leaving your programmers to concentrate on the development

OUR PREFERRED ENGAGEMENT STRUCTURE

Every project has its own requirements which are interdependent with the budget set for it. We, at Owle Animations have developed a few pricing dockets and payment modes in order to put our clients and their pockets at ease.

Time & Material

Some projects are so dynamic in nature that their scope and specification can only be defined as the project executes. For such projects, we have developed a billing method based on hourly, weekly or monthly monitoring. A cost effective payment method, it imparts great flexibility in terms of the amount of money spent in return of the amount of work done.

Fixed Price

Through detailed meetings with all stakeholders, we evaluate project requirements thoroughly and present a final cost which is to be borne before the commencement of project. We allow a certain level of flexibility in terms of requirements and any extra expenses faced during the project are absorbed by us. The aim here is maximum risk mitigation by a detailed prior analysis.

Risk Sharing

Sometimes clients cannot afford the risk of outsourcing the entire project all at once. In such cases we offer a risk sharing model where clients only bear the initial cost to cost which is a non-profit minimal charge. After acquiring a certain pre-decided milestone, we start the normal billing process ensuring maximum risk mitigation.

Bill Operate Transfer

Bill operate transfer popularly known as the BOT model is rising as one of the most preferred models of engagement for foreign clients who want to establish themselves in India. We gather together a team; train them conversant with the clients work requirements. Once a smooth team management and reduced cultural differences are established, clients are ready to take over the ownership of the team.

CUSTOMER RELATIONSHIP

In order to maintain the good customer relationship we could provide the following:-

Dedicated Business Analyst

Clients often seek advice and look for ideas for their products from experienced professionals. Our business analysis team does just that. We weigh client requirements against detailed market researches to see what latest technology or fad feature would gel smoothly with the product idea. We leverage our analysis skills to ensure that our clients receive nothing ordinary.

Support Services

We could provide extended support and maintenance services after the completion and delivery of projects. Our support team is very well prepared to handle live issues, developing quick solutions and providing immediate ad-hoc fixes. Our clients can sit back and relax while we take all measures to keep their system up and running consistently after deployment.

IP Protection

Client privacy of utmost importance to us. We enforce a stringent NDA with our clients thereby safeguarding them against any sort of information leaks. All our inbound and outbound mails are also scrutinized to make sure valuable client privacy is not compromised in anyway.

Proof HQ

Used by brands and agencies worldwide to simplify workflow and speed-up the delivery of marketing projects. Both clients and team will be able to review it. And they can review proofs online anywhere, anytime on your PC, Mac, smartphone or tablet. The ideal solution for busy, distributed teams. This can save the time and cost.

THANK YOU

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