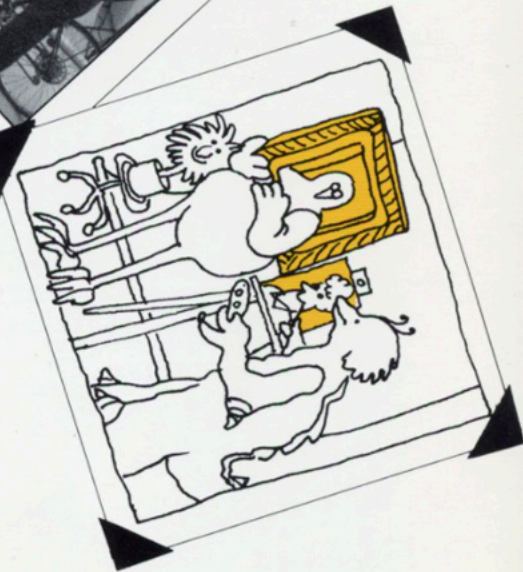


*We're
Bajus-Jones.*





We're Bajus-Jones . . .

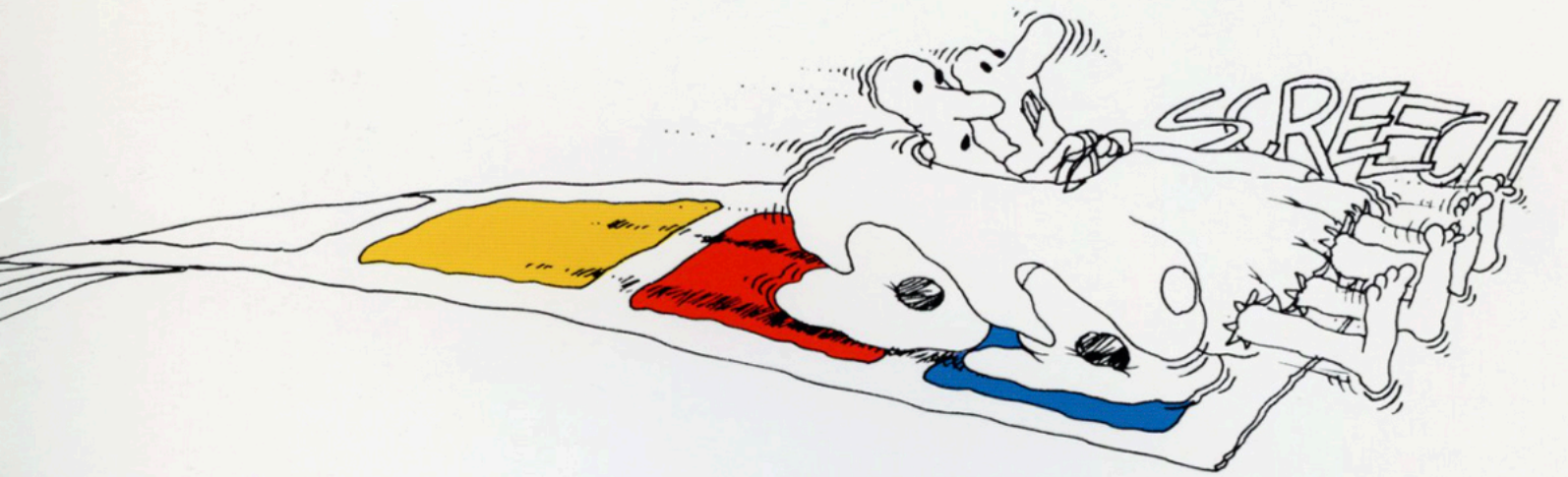
Don Bajus, a native Canadian from Winnipeg, and Mike Jones, a transplanted Australian, founded the Minneapolis-based Bajus-Jones Film Corporation in 1970. Since that time, Bajus and Jones have built a national reputation for high quality animation, a studio facility and a professional staff that comprise the best full-service house in the United States . . . and Bajus and Jones are still drawing characters and directing projects too.

When you buy Bajus-Jones animation, you buy more than a half century of animation experience.

And that's a lot to draw from.



Bajus-Jones Film Corporation
5250 West 74th Street
Minneapolis, Minnesota 55435
Telephone 612/835-4490



Let's Put Our Heads Together.

As magical and exciting as animation is, the process of creating and producing an animated spot is a joint effort--with a lot of hard work mixed in.

It takes teamwork--you and us--to make important decisions along the way. We will listen to your comments--and will work very hard to do what you want done.

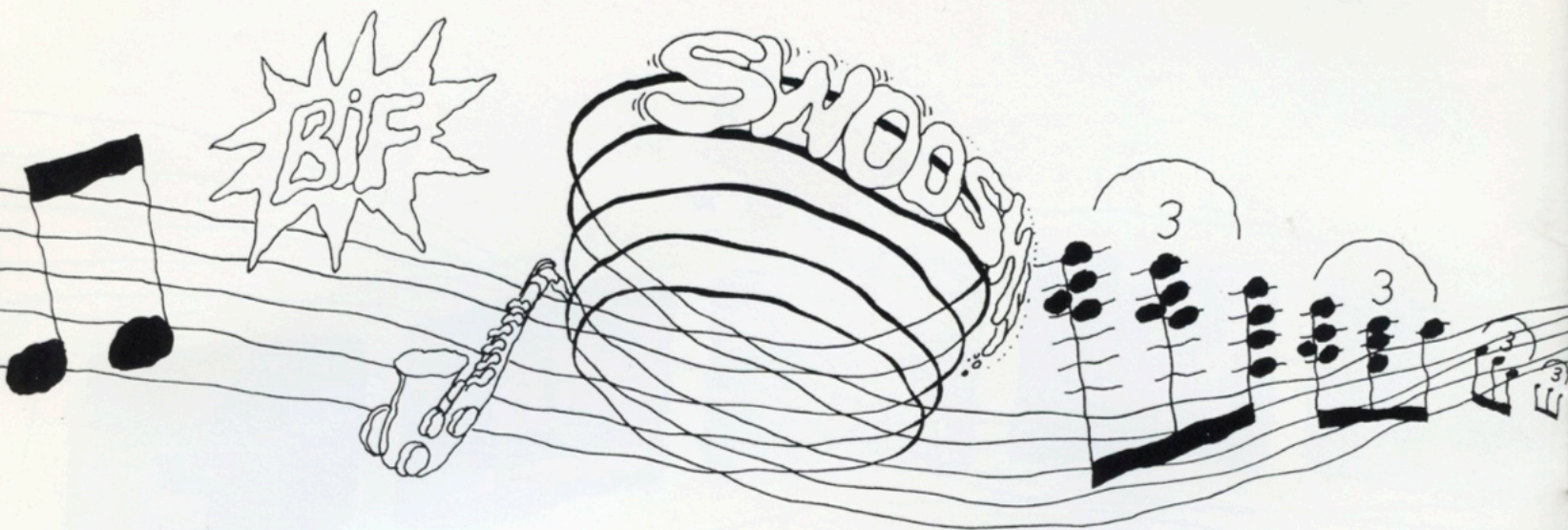
During the weeks of production time, here's where we'll put our heads together:

Character Animation

- concept creation
- character development
- layouts
- color approval
- pencil test
- final workprint approval
- sound track mix

Motion Graphic Animation

- concept creation
- action test
- color test
- final workprint approval
- sound track mix



Sound Ideas.

How do you create the sound of an enthusiastic hockey crowd in summer? Houses being stacked to the moon? A coffee cup snapping its fingers? A giggling spoon? A splatting coyote?

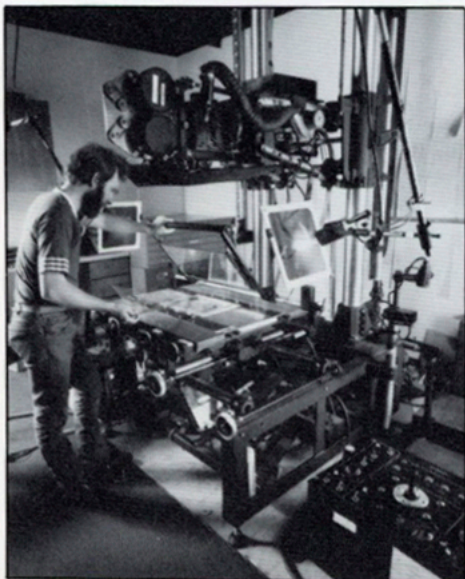
It's just another example of how Bajus-Jones has brought together every possible component of animation production all under one roof. On any given day, a pianist might be accompanied by brass and violins, recording an original piece of music in our acoustically designed recording studio.

The sound editors and engineers at Bajus-Jones believe that recording, reproducing, and mixing sounds are creative--not mechanical--steps. Our collection of sound effects is extensive. If we don't have the perfect sound for a project, we make it happen either in our studio or on location. We know that sound effects are critical to animation. We know each one has to be exactly right.

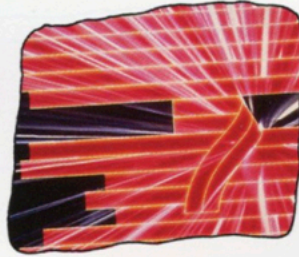
A sound track is built by recording narrative or dialogue, sound effects, and music on separate tracks that are later synchronized and mixed together. We have professional skill and technical equipment to produce quality sound enhancement and reproduction that will please the most sensitive ear.



The special effects crew. Once the mockup has been approved, the director assigns the special effects to a crew of people who know how to make the director's ideas work. A graphic animator prepares the artwork which the stat camera person can photograph on film negatives.



The camera crew. Unlike character animation where a fast sequence of character drawings gives the illusion of movement, in graphic animation highly technical computerized camera equipment does all the work. Motion graphic camera work involves many exposures and movement on film to give the astounding optical effects of speed, light, and color wizardry. With the Oxberry model 5442 master series camera stand and the Elicon special EFX camera control system, the Bajus-Jones camera department is able to produce a wide range of complex camera movements, multiple exposures, sophisticated slit-scan, and bi-directional streaks and zooms.



Motion Graphic Teams

The producer. A motion graphics producer has the same responsibilities as the character animation producer, including scheduling, budgeting, and checking--with you.

The director. The motion graphics directors design each concept, create storyboards for your approval and develop, along with the camera crew, the extraordinary special effects that can make your commercial spot seem to pop out of the viewer's screen. Directors also design the layout or mockups to show your colors and camera angles, and they time the voice and sound tracks to fit the graphics.



"If you know the laws of physics and the science of optics, you can turn out some amazingly artistic camera work."

Character Animation.

At Bajus-Jones, we offer a wide range of character animation styles--from simple free line characterizations to full color, dimensional animation. No matter what style you select, however, your character animation will be remarkably believable to your audiences. Animator Don Bajus created a cat that played a jazzy piano accompanied by two background cat singers for Dawson, Johns & Black and their client Tidy Cat. "Things start happening when you get excited about a project," says Bajus. "I thought of exaggerated camera angles to make it more dramatic. We did a shot behind the cat's back. The cat would turn and look into the camera as he played the piano. The body and head were



"Live action and animation complement each other."

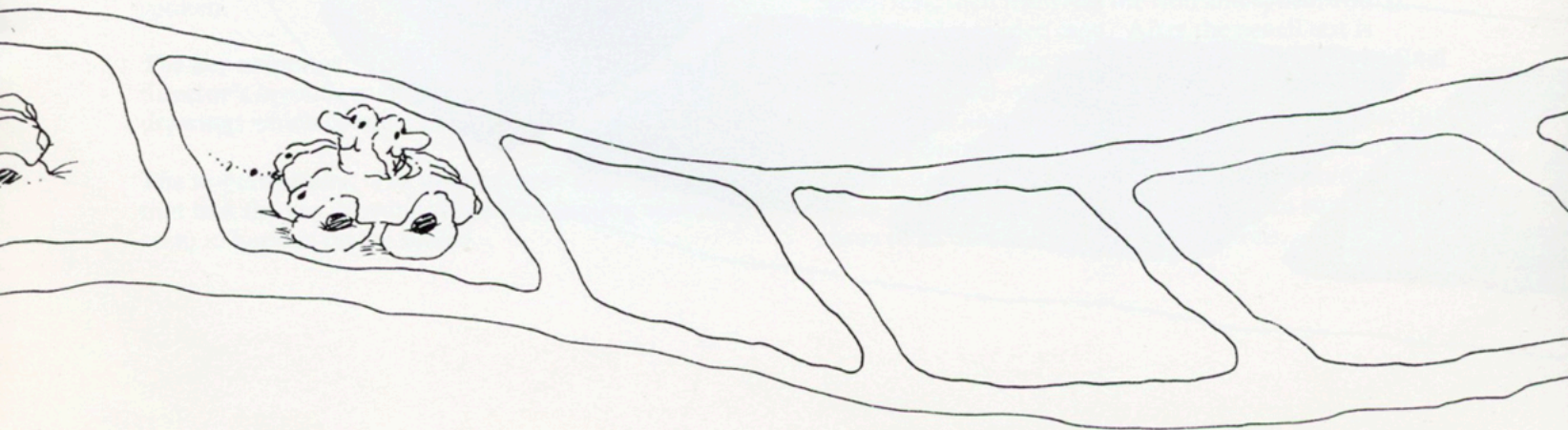
rolling, like he was really getting into it." Bajus also wanted his piano playing cat to look as though he was actually playing the chords for the music background. "The sound man kept track, and I tried to match the chords," Bajus explains. "I may have missed one because of the cat's short arms."

Motion Graphics Animation.

Most people think of computer-generated strobes and streaks when they think of motion graphics. Our graphics staff creatively uses the best techniques of computer software to paint with the camera and light. Sometimes that means building a three dimensional model to get the perfect effect. For logo development, tags, introductions and stellar special effects, Bajus-Jones is your key to creativity.

Combinations.

Animator Mike Jones believes that character animation adds punch to live action spots. In a spot for McDonald & Little and their client Ralston-Purina, animated characters pop into a scene with a little girl sitting down to breakfast. A cowboy and his horse jump off the cereal box to heroically save the young girl's breakfast. Animation combined with live action adds flavor, excitement, and interest to traditional commercials--for *both* children and adults.



Why Animation?

The best reason to try animation is simply this: it can do anything--or be anything--your marketing objective requires. And you don't pay residual fees for live action talent or travel cost for location shots.

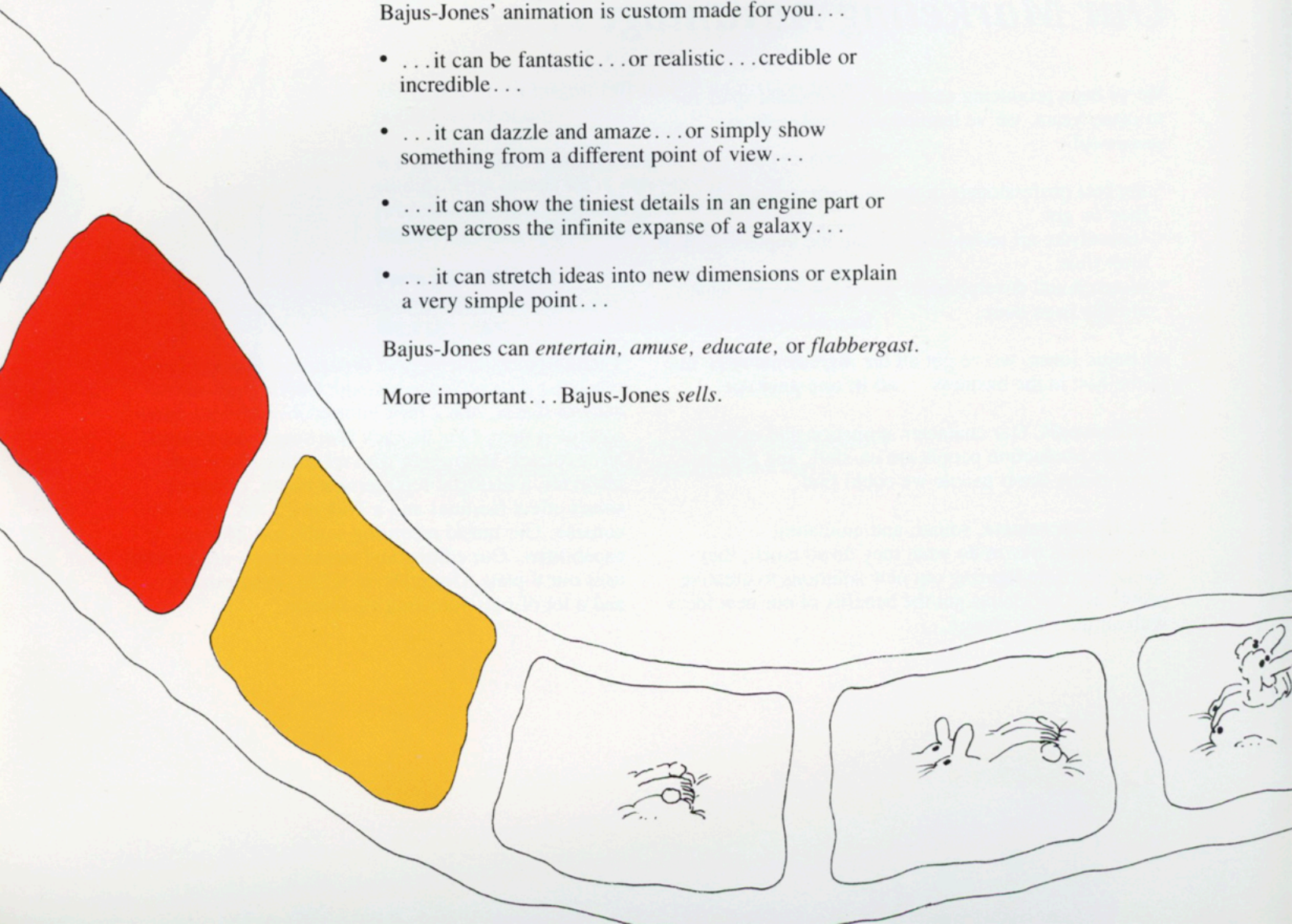
Who knows--you may never have considered using an animated commercial spot. But animation can be one of your best advertising investments.

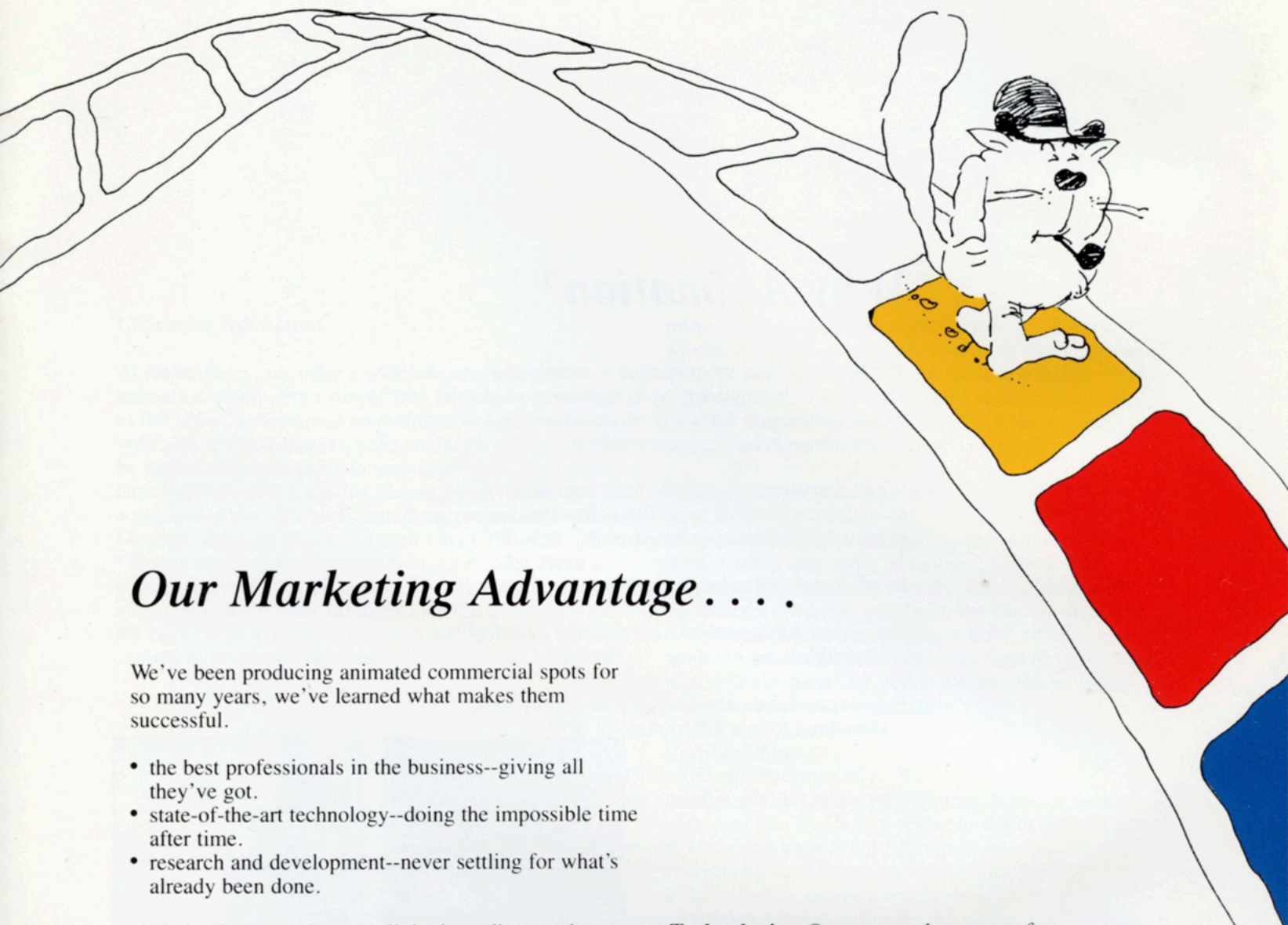
Bajus-Jones' animation is custom made for you . . .

- . . . it can be fantastic . . . or realistic . . . credible or incredible . . .
- . . . it can dazzle and amaze . . . or simply show something from a different point of view . . .
- . . . it can show the tiniest details in an engine part or sweep across the infinite expanse of a galaxy . . .
- . . . it can stretch ideas into new dimensions or explain a very simple point . . .

Bajus-Jones can *entertain, amuse, educate, or flabbergast.*

More important . . . Bajus-Jones *sells.*





Our Marketing Advantage

We've been producing animated commercial spots for so many years, we've learned what makes them successful.

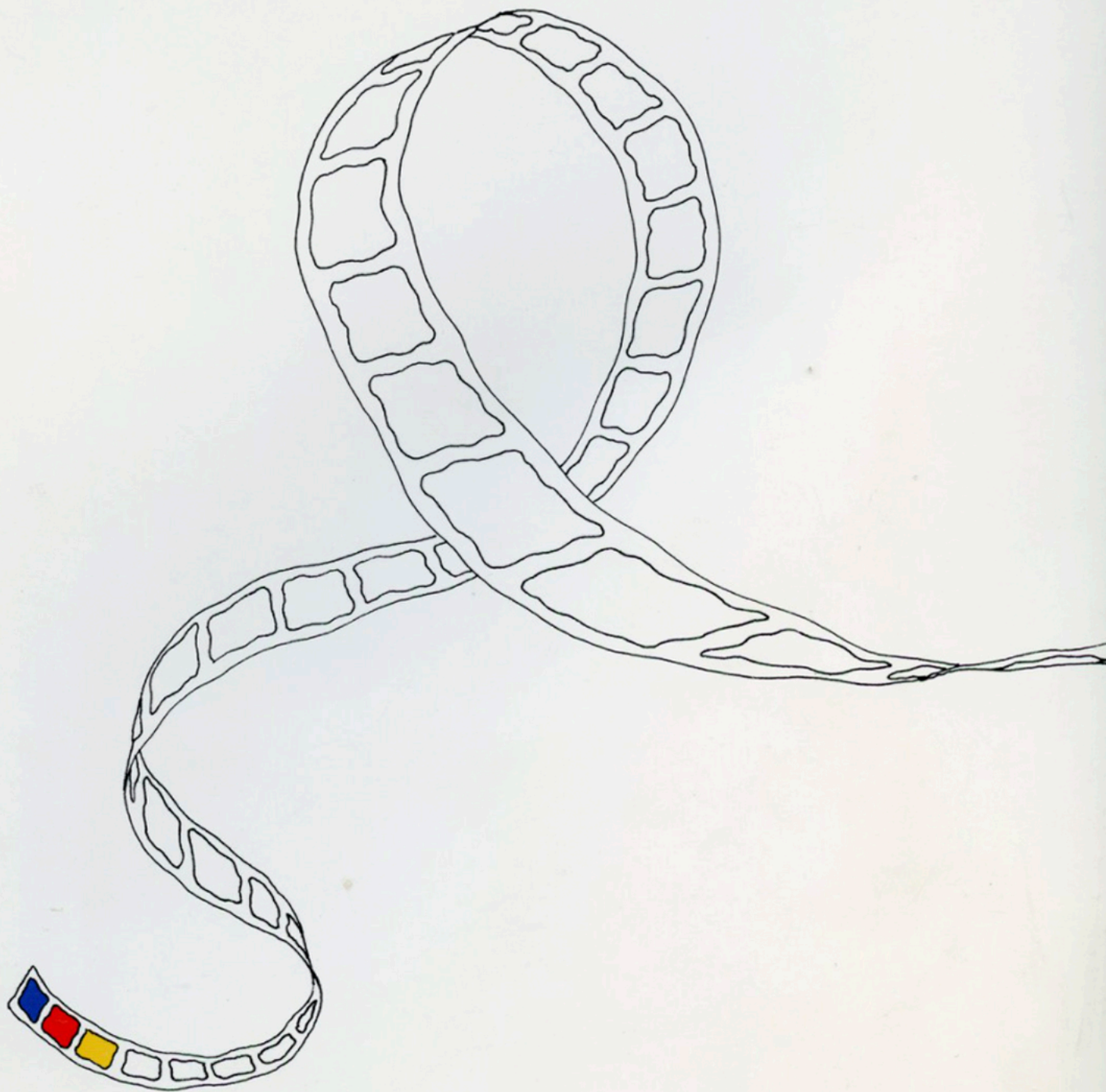
- the best professionals in the business--giving all they've got.
- state-of-the-art technology--doing the impossible time after time.
- research and development--never settling for what's already been done.

At Bajus-Jones, we've got all the ingredients to be one of the best in the business . . . **all in one package.**

Professionals. Our character animation and motion graphics production people are on-staff, and they're teams of the finest people we could find.

R & D. Our camera, sound, and animating professionals like to do what they do so much, they spend free time figuring out new solutions to creative problems. Our clients get the benefits of our new ideas without the extra charge.

Technologies. Our camera department features two computer-driven Oxberry model 5442 master series camera stands, one a fully computerized Elicon motion control system. Our 10-track film sound department has a 3-track Magnatech film recording chain and projector, a dialogue replacement booth, complete sound effect facilities and a Trident 25 x 8 mixing console. Our music recording studio has 24-track capabilities. Our editing and sound effects department uses our 8-plate 35mm/16mm KEM, synthesizer, and a lot of noise-creating equipment.



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