



## **IMMERSIVE ARTISTRY**

### **Ed Jones President Immersive Artistry**

Ed Jones is an Academy Award-winning industry leader and pioneer in digital media, specializing in 2D and 3D visual effects and animation who has distinguished himself in the entertainment and media services industry. Having contributed to more than 200 projects over the last three decades, he not only has the creative ability to design imagery but also translate a business vision into an attainable opportunity.

Jones began his career with Industrial Light & Magic (ILM) spending 13 years there in creative and management roles, breaking ground with accomplishments such as 2 ½ D look for Who Framed Roger Rabbit. While at ILM, Jones contributed to over 90 films including blockbusters Star Wars: The Empire Strikes Back, ET: The Extra Terrestrial, Star Wars: Return of the Jedi, Ghostbusters I & II, Ghost, Terminator 2: Judgment Day and the Indiana Jones trilogy.

From ILM, Jones was brought on as CEO/President and Senior Visual Effects Supervisor at Cinesite in 1992, which he founded for the Eastman Kodak Company. Jones led Cinesite for four years until 1996, leaving to continue his career as a sought-after VFX Supervisor.

Over the next few years, Jones worked in lead VFX roles with DreamWorks, Paramount Pictures and Warner Brothers on multiple films including Hard Rain, Soldier, Almost Famous, and Cats and Dogs.

In 2001, Warner Brothers chose Jones to build and run ESC Entertainment, an AOL/Time Warner subsidiary, which was the primary studio responsible for Matrix Reloaded, Revolutions, Catwoman and Constantine. As CEO of ESC he built and led a team that developed a creative pipeline culminating six patent applications being filed by AOL/Time Warner. Warner Bros. then asked Jones to join its Australia-based team in 2005 as Executive Producer on the CG feature, Happy Feet.

Ed joined Reel FX as Chief Executive Officer in 2008. He brought creative vision to Reel FX by overseeing all aspects of the studio's operations and creative work, building out the company's original slate of animation projects, developing Free Birds and Book of Life while launching a location-based entertainment company, Immersive Artistry.

In 2010, Jones joined James Cameron and Adam Adamson to produce Cirque du Soliel's 3D stereoscopic film World's Away that was distributed in 2012.

In 2012, Jones joined as President of Immersive Artistry, an innovative location based entertainment business that transports audiences in worlds, time periods and unique environments, adding the ability to fully explore using all of their senses.

Jones joined EMH Consulting Group, Inc. in 2014, as President. EMH operates as a Consultancy and Film Operations group that represents Foreign Governments in their effort to build and/or rebuild their film and television operations into sustainable industries. EMH has taken their history of producing films in over 40 countries, which have grossed north of \$5.8 billion in theatrical revenues, and brought those skill sets to New Zealand, Romania, Montenegro, Latvia, and Kazakhstan.

Jones has received the industry's highest accolades including an Academy Award® as Executive Producer on Happy Feet an Academy Award® and BAFTA award for Who Framed Roger Rabbit?, a BAFTA award for The Witches of Eastwick, and an Annie Technical Achievement award for Space Jam.

Additionally, the Cineon compositing software he co-developed at Cinesite was awarded a Scientific Achievement Academy Award®.

Jones is a member of the Academy of Motion Picture Arts and Sciences, Founding member of The Visual Effects Society and past president of the Technology Council.