



# Wenta

## Case Study

### Previsualisation Ltd

Rob Finlay and Martin Calder of Previsualisation Ltd have recently been awarded 'Best Non Broadcast Production 2007' at the Creative East Awards, presented by comedian Clive Anderson, at the Theatre Royal in Norwich. The awards are designed to recognise and acknowledge the best creative work in the whole of the Eastern region and have previously seen the presence of well known stars such as Geoff Posner, the producer of Little Britain and comedy actor Leslie Phillips O.B.E.

Rob and Martin are the founders and directors of Previsualisation Ltd, specialising in visual work including 3D animation, storyboarding and motion graphics. The company has previously carried out work on the new Rowan Atkinson film, 'Mr Bean's Holiday'.

The business was set up 15 months ago; when Rob identified a gap in the market for Pre-Vis – a 3D planning process used in film and TV productions and architectural design. Rob has a long standing interest in this occupation, as his family work in the film industry and he felt his own business in visuals was the right direction for him to take.

Rob is joined by his business partner,

Martin Calder, who was previously working in IT.

During the company's start-up process, they were helped and guided by Wenta's Business Advisor, Mick Dobson. Prior to starting his own business, Rob had just graduated from Bristol University, so having no business experience himself; he really appreciated the advice Wenta could offer. Rob says "it was nice to have a link with someone who had a lot of confidence in us".

The award was won for their educational DVD 'Recycling Land' which highlights the changing nature of an area of Essex over the past 2000 years. It contains both animation and live footage, and is narrated by Time Team presenter, Tony Robinson. The DVD has now been distributed county wide. Rob says they were "gob-smacked" to win the award, as they were using the awards as a networking event not imagining they would win, although they are delighted to have recognition at a regional level.

*Whether you're about to start a business or have been trading for some time, Wenta can provide advice and support to small and medium businesses.*

**"It was nice to have a link with someone who had a lot of confidence in us"**

**Rob Finlay**  
Previsualisation Ltd

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## Wenta

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