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VISUAL EFFECTS SOCIETY (VES) KICKS OFF 3rd AWARDS SEASON SEPTEMBER 1ST
*VES introduces New Categories and New Voting Procedures
to enable global participation from all visual industries*

Now in its third year, The Visual Effects Society's awards season opens for submissions on September 1st. The Society's most exciting year to date, the awards feature new categories, a day of live in-person presentations and an online "*view and vote*" system.

Submissions are welcome from visual effects artists worldwide, whether or not they're a Visual Effects Society member. Says Jeff Okun, Awards director, "The VES wants to make sure it represents as many artists and practitioners as possible. We're especially interested in seeing submissions from the commercial, gaming and video arenas."

To accomplish the Society's mission of targeting all areas of visual effects, new categories have been added to acknowledge accomplishments in both the broadcast and gaming arenas. The Awards slate now features 23 categories ranging from best of film, tv, commercials, music videos and gaming, to individual artists categories.

Also new this year is the online *view-and-vote* system, says Eric Roth, the VES' newly appointed Executive Director. "For the first time, members around the world have the opportunity to participate in what was previously just a local event. The in-person presentation event gives contributors a chance to share, explain and socialize, but removes the pressure of voting on one particular day." To view the Rules and Procedures for submissions, all potential entrants should visit www.vesawards.com beginning August 15, 2004.

The Visual Effects Society, founded in 1997, is an organization comprised of visual effects professionals who desire to honor, advance and promote visual effects for its membership and the industry as a whole. The Society promotes continuous awareness about the visual effects industry, supports combined technology research and development; and designs and implements educational programs for its membership and the public interested in the production of visual effects.

The VES Awards will be held at the Hollywood Palladium in Los Angeles on February 16, 2005.