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Shilo Burma Viral

+ A message to inspire

Scenes of warplanes 'bombing' Burma with flowers make a stunning start to a recent public service announcement (PSA) produced by Emmy Award-winning production company Shilo, which has studios in New York and California, in conjunction with MTV, Ogilvy Amsterdam and dissident organisation the Burma Arts Board.

Burma Viral was originally conceived as a means of raising consciousness about the lack of human rights in Burma, but following the recent cyclone there that left millions homeless, it is now also urging viewers to contribute to the relief programme – and put pressure on the country's military rulers to allow aid agencies to distribute it.

The 90-minute movie has been on MTV worldwide and on a huge screen in New York City's Times Square. Shilo took a multi-media approach to the task and among the tools used were Autodesk Maya for 3D, QUBE for managing renders, Mental Ray for rendering, Adobe Photoshop for texturing, Adobe After Effects for compositing, and Final Cut Pro for editing. The PSA's soundtrack was performed and mastered by the artists at Amsterdam-based Good Sounds.