

Judges Award for Creativity and Innovation in Post Production

Submission #: 1564

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Name of Entry:

ADX Technology Brings Walt Disney's Voice as Mickey Mouse to *Get a Horse!* (Please note the contents of this entry are to remain confidential until Sept 1, 2013.)

Brief Description of Entry (100 words max):

Walt Disney Animation Studios' concept for *Get a Horse!* presented a unique opportunity for the studio to use original voice recordings of Mickey Mouse, Minnie Mouse and Peg Leg Pete, with Walt Disney himself as the voice of Mickey. The production team selected phrases, sentences, and short snippets from existing Mickey Mouse cartoons dating back to the 1930s. But many of the old recordings consisted of one track of inextricably mixed voice, effects and music. To separate these elements, Audionamix's ADX Technology and services were enlisted to isolate the voice content, freeing the Disney filmmakers to assemble the dialogue for the "new" short.

If individual team members are to be named on award, list below:

none

The Submission:

In August of 2012, Walt Disney Animation Studios embarked upon a very special and secret project: creating a new Mickey Mouse short format animation using the original voice recordings of Mickey, Minnie and Peg Leg Pete. The earlier recordings of these famed characters, which Disney's archive department had collected and catalogued for decades, unfortunately included the effects and music mixed together inextricably on one track. Audionamix's Voice Isolation services, utilizing their proprietary ADX Technology, would become the answer to this challenge.

Audionamix Voice Isolation uses patented algorithms based on audio signal processing to isolate the voices from a full composite mix. ADX's Technology essentially reverse engineers audio recordings for professional use in the broadcast, film and music industries.

Audionamix separated and isolated Disney's voice elements from the full mixes provided by the studio. Over 100 snippets were processed in just a few weeks to produce a library of original voice recordings – including Walt Disney himself as Mickey. The ADX process ensures that not only the music and effects were removed, but most importantly, that the original voices were preserved.

Audionamix's technology ensured that Walt Disney Animation Studios could start their creative work using the original recording of these iconic voices as preserved by the Walt Disney Studios Archive department. Furthermore, it allowed *Get a Horse!* director Lauren MacMullan the freedom to assemble the different dialogue snippets according to her story line and vision for the short.

Why it's Noteworthy:

Based on years of audio science, Audionamix developed proprietary algorithms for audio signal processing that extracts specific audio elements from mono or stereo recordings into a conservative set of stems, allowing content owners to manipulate for individual needs and or new applications.

By using ADX Technology for Voice Isolation, content owners can seamlessly segregate the dialogue track in film and television content. Until the mid-1990s, it was not uncommon for separate dialogue tracks to be discarded after the final mix. Without the original dialogue tracks, it was impossible to create new enhanced mixes, and the original dialogue gives content owners the freedom to integrate it into a new surround, restored or enhanced music and effects track for new distribution.

Enhancing and revitalizing existing content remains one of the industry's main revenue opportunities. The ability to isolate and separate audio content is fundamental in achieving these goals, and Audionamix's premier technology and capabilities are optimized for seamless integration with any workflow, which saves time and money.

Additional applications for ADX Technology include removing licensed music from locked assets for home or foreign distribution, and isolating tracks (either music or dialogue) for special venue performances. Located in Los Angeles and Paris, Audionamix is uniquely positioned to solve creative challenges, and service business growth opportunities for studios and catalogue owners.