



Michael Ferraro

Michael Ferraro, Chief Technology Officer and Creative Director for Possible Worlds, is a well-known innovator in the computer animation community. He has over 20 years' experience in leading edge computer animation and image production for real-time and broadcast applications. Ferraro was a founding partner of Blue Sky Studios, one of the top computer animation companies in the U. S. and served as vice-president until 1994. As system architect at Blue Sky, he developed technology and wrote Blue Sky's powerful and award-winning CGI Studio language and renderer. CGI Studio, the keystone of Blue Sky's success is perhaps the highest-quality proprietary animation production system and renderer in the U.S. While at Blue Sky he also served as technical director for a number of notable television and film productions, including David Cronenberg's *The Fly*. Previously, Ferraro was Director of Creative Research and Senior Research Analyst at MAGI; developers of the first color shaded computer animations. While at MAGI, he was part of the research and development team for the first feature film to incorporate CGI graphics -- Disney Studios' *Tron*. Ferraro has a bachelor's degree from Syracuse University and a master's degree from the University of Massachusetts, Amherst.

At Possible Worlds, Ferraro has leveraged his extensive experience with CGI production to focus on the interactive market and to creating new production technologies. In addition to Kabuki he has developed software engine for creative high-end 3D interactive experiences (Virtual Reality) for multiple platforms and delivery systems.



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