



**Autodesk**  
Gold Partner  
Media & Entertainment

**www.dbd.com.au**  
Digital By Design Pty Ltd  
abn 20 141 037 854

*Press Release: For Immediate Release  
25 February 2010*

## **Digital By Design Announces Investment by Digistor**

**Creative industry specialist, Digital By Design Pty Ltd, has announced that Digistor Pty Ltd has taken 100% stake in the company to provide stability and growth opportunities**

Digital By Design Pty Ltd is poised to take advantage of the increasing interest and activity around 3D, special effects and compositing. As video and film post-production makes greater use of 3D and CGI and the games market continues to expand, sales for the tools of the trade are increasing. The recent investment by Digistor provides the resources for Digital By Design to expand to meet the demand.

Digital By Design Pty Ltd is a successful and well-respected company which has been directly involved in the provision of integrated solutions for animation, broadcast and video production since 1990. The company specialises in the provision of solutions which include Autodesk's Media & Entertainment products including 3ds Max, Maya, Softimage, Motion Builder, Mudbox, Autocad and associated plug-ins.

In February, Digistor Pty Ltd completed the purchase of Digital By Design as an operating business with a view to expanding its operations while maintaining Digital By Design's existing customers, staff, products and operations. Digistor has broad market coverage and an unequalled track record in delivering and integrating complex solutions comprising hardware and software.

"Digistor provides tremendous opportunity for Digital By Design," stated Kalenn Amand. "The investment by Digistor gives our customers certainty today and an opportunity to see the company grow moving forward as Digistor invests in additional staff, more office locations, increased marketing and market presence, improved web site, wider range of products and streamlined business operations."

Digital By Design's twenty years' of experience combined with exceptional customer satisfaction has earned the company numerous industry accolades. In 2006 Digital By Design was awarded the Autodesk Media and Entertainment Reseller of the Year. The Company's head office was located in Queensland.

"Digital By Design is highly regarded in creative market segments and with the added resources and locations of the Digistor Group there is significant potential to grow their market share over the coming twenty-four months and beyond," said Digistor Group Managing Director, Andrew Mooney. "The recent appointment of Digistor as Autodesk's 'Systems' partner dovetails very nicely with DBD's expertise with Autodesk and the Animation products specifically, allowing the Group to offer complete Autodesk solutions to the market."

Although sporting a new ABN, Digital By Design will continue to operate without interruption. All staff are retained and customers will continue to work with the people they know. Some back-end

**Sydney:** 5 - 7 Cleg St Artarmon NSW 2064 Australia  
**Melbourne:** L1, 16 Northumberland St South Melbourne Vic 3205 Australia  
**Brisbane:** Unit 3 / 8 Mowbray Tce East Brisbane Qld 4169 Australia

**Ph (toll free):** 1800 005 502  
**Ph:** 07 5533 1188  
**Fx:** 02 9906 2713



**Autodesk**  
Gold Partner  
Media & Entertainment

**www.dbd.com.au**  
Digital By Design Pty Ltd  
abn 20 141 037 854

accounting, marketing, fulfilment and administration functions have been moved to the Digistor Group head office in Sydney.

### **About Digital By Design**

Known as one of Australia's leading creative industry specialists, Digital By Design Pty Ltd is a successful and well-respected company directly involved in the provision of integrated solutions for animation, broadcast and video production since 1990. The company specialises in the provision of solutions which include Autodesk's Media & Entertainment products including 3ds Max, Maya, Softimage, Motion Builder, Mudbox, Autocad and associated plug-ins. Digital By Design's twenty years' of experience combined with exceptional customer satisfaction levels has earned the company numerous industry accolades. In 2006 Digital By Design was awarded the Autodesk Media and Entertainment Reseller of the Year.

[www.dbd.com.au](http://www.dbd.com.au)

For more information contact:

Kalenn Amand  
Digital By Design Pty Ltd  
07 5533 1188  
[kalenn@dbd.com.au](mailto:kalenn@dbd.com.au)