

## Our Programmes

### Digital Innovation Hub

This technology is relatively new to the Africa market. The industry is estimated to be worth R830M by 2022. Our objective is to introduce the youth to the virtual reality (VR) and augmented reality (AR) and artificial intelligence (AI) opportunities. We look forward to immersing you in these intriguing platforms .

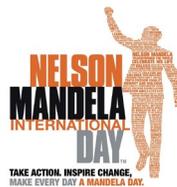
### Umbokoda

Umbokoda is a nationwide program aimed at encouraging female participation in the ICT sector. Our support includes creating an international network of female coders, creating local female coding clubs and, hosting bootcamps and hackathons. We will deliver training programmes for females of all ages to help bridge the gender divide in the ICT sector.



## AB4IR 67 minutes blanket drive

18 July marked the day that Former President Nelson Mandela would have celebrated his 102 birthday. In celebration of Nelson Mandela's legacy AB4IR; the Digital Innovation Hub located in Odi TVET Campus in Mabopane sponsored by the Small Enterprise Development Agency (Seda) celebrated 67 minutes of Mandela Day with the Good Hope Community Organisation where they handed over blankets to the Orphanage and also made a pledge by offering to introduce the youth to the opportunities in gaming sector.



'Our participation in the Mandela Day activities was a start of many knowledge sharing platforms that the organisation will be hosting with the centre as part of our organisational mandate which is to empower communities through technology, innovation and business incubation. "As the world commemorated Nelson Mandela and celebrated his birthday, we saw it fit to set some time aside and interact with the community we serve, honour the life and legacy of Nelson Mandela and make the world a better place said Ms Kelebogile Mologyane; CEO:AB4IR"

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The AB4IR CEO with the beneficiaries

## RuggedSA Sponsorship



A great thank you to Rugged South Africa who sponsored AB4IR with two digital screens and two monitor screens. We look forward to a great partnership ahead.

<https://ruggedsa.co.za/pages/about-us>

# Drone Council South Africa, a new body for the Drone industry Launch with Minister Stella Ndabeni-Abrahams.

Minister Ndabeni-Abrahams noted the DCDT has the mammoth task of driving the 4IR, and reassured the Council that the department is ready to be a partner and assist in championing and transforming the drone industry.



“This is a historic moment for South Africa. When our department was mandated to champion 4IR, one of the things we identified was the need to establish a solid foundation for drone operations in SA,” noted Ndabeni-Abrahams. AB4IR is honoured to be a part of this evolutionary journey.

The Drone Council South Africa together with the ICT industry stakeholders, in partnership with the Department of Communications and Digital Technologies (DCDT), have launched the Drone Council South Africa, to propel SA into the fourth industrial revolution (4IR).

<https://www.itweb.co.za/content/6GxRKqYJzVOvb3Wj?fbclid=IwAR00WHWUX1VQIDW9GyierFr8dwYtdfmgK7uPrN3EuPYnwXZ065GyqTlp0OU>

The council was launched by Minister , Stella Ndabeni-Abrahams during a webinar that took place on Wednesday, 15 July 2020, under the theme: **“Strategic partnerships to accelerate a national drone-industry growth strategy”**.

Our CEO is proudly one of the founding Directors of the Drone Council South Africa where she is responsible for the New Licence or Permit Applicants and Cadets and Incubatees Chambers. Furthermore, AB4IR is the business incubation partner of the Council.



## KFC TROLLS THE NEW PS5 AND XBOX SERIES



There have been some huge announcements lately in the world of gaming. Sony has launched the PlayStation 5 and Microsoft has dropped the new Xbox Series X. But a third, more unlikely, contender has arrived on the scene, in the form of KFC's latest announcement:

<https://www.ladbible.com/news/viral-kfc-trolls-the-new-ps5-and-xbox-series-x-by-unveiling-its-new-console-20200614>



# ANIMATION And GAMING

## Triggerfish goes International

**triggerfish**  
animation studios

Cape Town-based animation studio Triggerfish has been outsourcing work to Ireland for a very long time and now they have decided to open an office in Ireland, the CEO Stuart Forrest spoke to Bruce Whitfield about the new exciting opportunity and more on The Money Show which was a live radio show. Triggerfish started in 1996 and has been on a 24-year long journey that started off as a boutique clay animation studio doing adverts and short films. The breakthrough that assisted them become more of who they are today is when they got the first ever project with Takalani Sesame, Sesame street and Sesame streets around the world. They then went on to work with a large range of clients that assisted to make Triggerfish to where it is today. Different producers and broadcasters that are multinational took roughly 10 years to establish those relationships, which is indicative that with enough perseverance and determination you can make your mark in animation and gaming industry. Forest says Triggerfish has been doing a lot of work in Europe, mostly in France. Ireland is where the animation industry is booming now and they have been doing a lot of work there. CEO says Africa as a whole, accounts for roughly 4% of revenue generated and which is almost at a breakeven point with their expenditures.

<https://www.capetalk.co.za/articles/388542/shapeshifter-sa-animation-company-triggerfish-now-in-ireland>



# 2020 Trends in Animation Making Headways

Here are five trends that can boost your potential and capabilities as an animation maker so that you are able to craft noteworthy works.

## 1. Mixture of text and animations

You might have noticed how much motion graphics are used for e-commerce related advertisements, and within those animations you'll also see texts along with other relevant imagery. This trend allows brands to showcase their services and products with more clarity and facilitates audiences to comprehend concepts and messages more clearly. The trend is set to become more common among marketing schemes in 2020 and beyond.



## 2. Simple art animations

Imagery has managed to etch itself firmly within the marketing industry and advertising sectors. Rather than using human models, companies are now opting for animated characters that are cost effective and take less effort to reproduce. Not only does trending simple art forms in animation allow the artist to express themselves freely, but it also empowers them with space to explore narratives and present them in different creative and more meaningful ways that are out of the box and hold individual personality.



## 3. Flat animations

This is one of the most common techniques within animation and graphics to-date. Widely used in designing logos, especially but due to the shift of industry requirements, flat animations are being widely incorporated within animated commercials as well. This trending style can be chosen to create presentations along with simple video content that are meant to deliver memorable messages, and it works for all purposes. The trending flat animations grab attention and captivate viewers, but the style also makes it easy to retain moving images for longer and coordinate projects to produce 3D animations.



## 4. Multi-step transitions that are seamless

This trend is receiving a lot of attention from animators and creatives across the world, and it is having a huge impact for businesses and retailers that have websites and blogs. This is due to its interesting unfolding of images from one imagery to another that appears to be interlinked. Not only do animations with transitions and transformations offer aesthetic pleasing imagery, but they also provide a professional look on user interfaces on mobile and web applications, which assists in leaving a strong impression and building a brand's personality. You can choose to use a show reel that delivers looping visuals that overlap one another to create a never-ending cycle. The trend can also be used to advertise more than one product and service.



## 5. Double ended exposure

Double exposure refers to motion effects being used in a seamless manner within animations and graphics. Animators and artists can use this method to conjoin different contents belonging to different narratives into a single visual frame. This trend can offer high end visuals that are highly influential and innovative, inspiring viewers to engross themselves into the content they view.



"First, think. Second, believe. Third, dream. Finally, dare." — Walt Disney Company

# The Video Games Industry is Bigger than Hollywood

With Covid-19 rearing its ugly head globally, these lockdowns have been nothing but the norm for gamers. When the lockdown took place, most people took solace in social media, but others took part in gaming and boosted user engagement in video gaming.

Most of the revenues for the gaming industry/platforms have skyrocketed due to the lockdown. The pandemic has accelerated the involvement in users, contributed positively to gaming companies, and provided more incentives to better improve themselves, along with their work environment. The practice of social distancing and the lockdown, companies shutting down temporarily have all been monumental for gaming companies to grow their player base/audience.

Although it is just a forecast for the year 2020, it's safe to say it hasn't been the most predictable year to date given the impact of the pandemic. The global video gaming industry is expected to be worth roughly \$159 billion in 2020. This surpasses the box office film/the movie industry revenue by an easy 4 times and almost 3 times to the music industry thus far (the music industry reached a \$57 billion market in value).

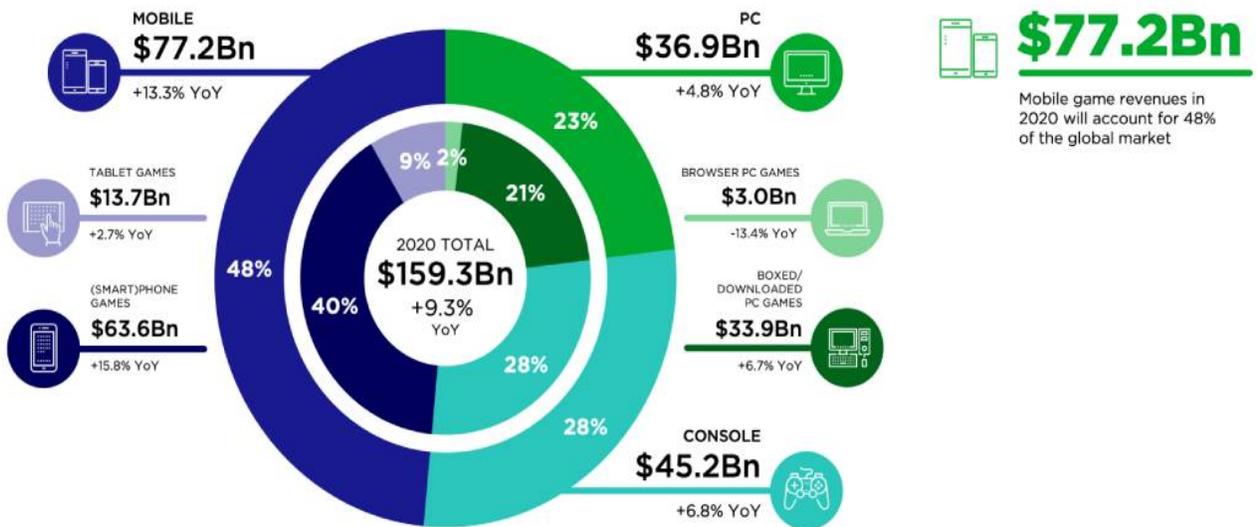
In the year 2016, the video game industry surpassed the amount of money that box offices/film industry and the music industry had accumulated combined. The video gaming industry took control of both collective markets and showed what people truly wanted and looked for in an industry. With that being said, the gaming industry is on trek to surpass these numbers, and even go further beyond what most think is capable of a single industry.

<https://www.myboosting.gg/blog/esports-news/the-video-games-industry-is-bigger-than-hollywood>



## 2020 Global Games Market

Per Device & Segment With Year-on-Year Growth Rates



Source: ©Newzoo | 2020 Global Games Market Report | April Update  
[newzoo.com/globalgamesreport](http://newzoo.com/globalgamesreport)

**\$77.2Bn**  
 Mobile game revenues in 2020 will account for 48% of the global market



## New eSports teams looking to empower women

Generation eSports and Lost Tribe eSports have partnered to help boost and promote women into the eSports profession. This is to curb the idea that the industry is still a male dominated industry and illuminate gender-based violence and sexual harassment. These two organizations have committed to offer their community a safe, welcoming and positive environment. Together Gene and LTE have hosted tournaments for female gamers including Fortnite, Super Smash Bros, Minecraft and GamePigeon 8-Ball. To learn more, kindly read here: <https://www.thegamer.com/generation-esports-and-lost-tribe-esports-partner-to-promote-women-in-esports/>



## Canon Attempts Webcam

Canon upped their game by introducing a software utility (EOS Webcam utility) aimed at helping live streamers to turn their current DSLR into webcams. The current utility software is currently at a BETA stage and only supports a few cameras (see list on the attached source link). This is a big step in the evolution of DSLR cameras. The Plugin might not be perfect but this a good step in the evolution of DSLR camera.

Click Here To Download:

<https://www.usa.canon.com/internet/portal/us/home/support/self-help-center/eos-webcam-utility/>





## AB4IR TEAM



Kelebogile Molopyane  
Chief Executive Officer



Katlego Segole  
Marketing and  
Client liaison officer



Thabang Diseko  
Animation and  
Technical Officer



Koketso Motse  
Gaming Consultant



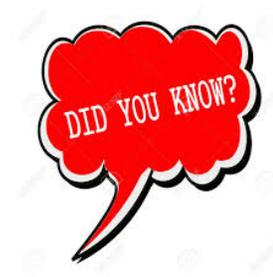
Sfiso Netshandama  
Marketing Consultant

## Past Events

- July 16: VR, AR and AI seminar/webinar  
<https://www.facebook.com/113924103656858/videos/3236079913081845>
- July 18: Mandela Day  
<https://www.facebook.com/ab4ir/videos/878669129291093>

## Upcoming events in August

- Boost with facebook
- Umbokoda Launch
- Females in Technology, Innovation and Incubation Seminar/Webinar
- 3-day Coding for Females
- Pitching for Investment



- Tony Hawk's Pro Skater 1 and 2 release date set for September  
<https://www.gamesradar.com/tony-hawks-pro-skater-1-2-release-date/>
- GrantTurismo7 announces trailer for Playstaion 5  
<https://www.youtube.com/watch?v=ianNXaW6iMY&feature=youtu.be>
- Sony doubles the manufacturing of Playstation 5  
<https://techcentral.co.za/sony-doubles-production-of-ps5-to-meet-surging-demand/99633/>

## OUR SPONSORS

