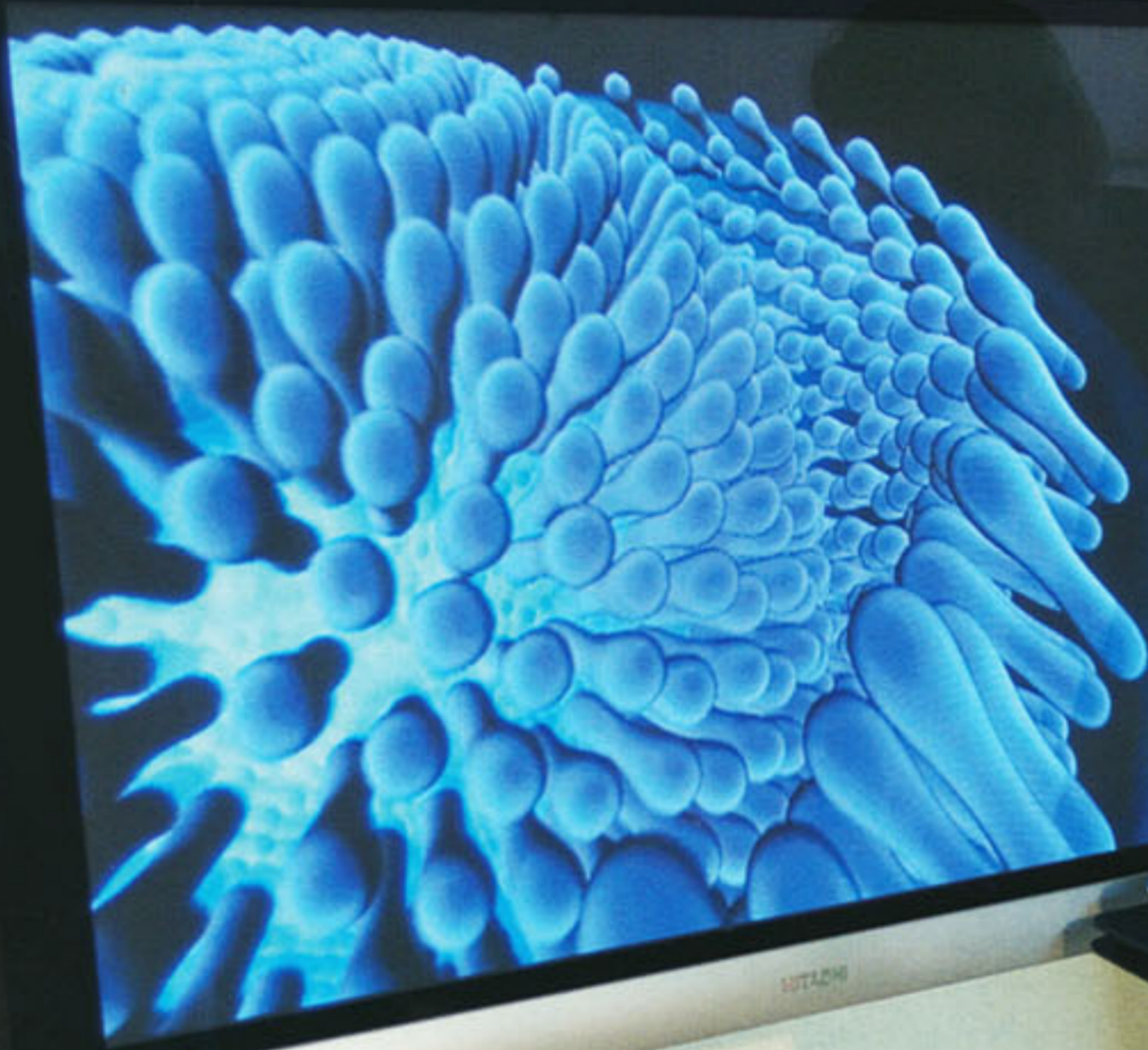


SMARTalk

PHOTOGRAPHY BY MATT MCCOURTNEY



FANTASTIC VOYAGE

At first Jeff Hazelton thought he'd be a doctor when he graduated in 1993 with a degree in biology from St. Anselm College in New Hampshire, but he enjoyed his art classes so much he decided to try to paint for a living. After a two-year adventure, sailing halfway around the world with two friends and selling his paintings "for \$50 and lunch," he ended up as a DJ in a New Zealand bar. It didn't take long before he decided it was time to head back to his parents' home in Venice, where he married his passion for art and science in the new field of computer animation.

Entirely self-taught in graphic design and animation, today Hazelton, 35, is the president of BioLucid Productions, a medical animation company that creates movies for the biomedical and pharmaceutical in-

BIOLUCID PRODUCTIONS

Jeff Hazelton, president of BioLucid, combines *Toy Story*-like animation with medical science to produce movies for the biomedical and pharmaceutical industries.

dustries with the same software that made *Lord of the Rings* and *Spider-Man* so realistic and entertaining. Although Hazelton established the company in San Diego to be near the biomedical industry and Hollywood animators, he relocated to Sarasota this spring with one salesperson and his lead medical animator, Ringling School of Art and Design grad Robert Hackle.

"What brought me here?" Hazelton asks. "Several things. The cost of living. San Diego is outrageous. Then there's the talent pool of animators at the Ringling School of Art and Design. I was just re-



cruiting there yesterday. I still have family here and I like Florida. It's laid back and a great place to live, but it's growing rapidly. There are more opportunities. Here, the Economic Development Corporation is geared toward small business. In San Diego, you have to be a company with 1,000 employees before they pay attention to you. Animation studios don't get that large—20 people, max."

BioLucid targets drug companies (Pfizer, Amgen and Prometheus Laboratories are clients), advising that complex medicines will be best understood—and pre-

IT'S A BRAVE NEW DIGITAL WORLD FOR THESE FOUR LOCAL MEDIA INNOVATORS.

scribed—if doctors can quickly view what the drug does in the body rather than watching expensive commercials that portray vibrant, pain-free seniors playing tennis now that they're taking a new arthritis drug.

Physicians at trade shows are the primary target audience, and they often view the movies in booths that are designed like little movie theaters with 50-inch plasma screen TVs. The latest plasma TVs allow BioLucid's movies to be viewed in 3-D without special glasses. BioLucid's movies are also carried by pharmaceutical reps with tablet PCs and installed as flash videos on a drug company's Web site. Eventually, its movies will be on TV and used for patient education. Right now, BioLucid is working on a three-minute animation that will be shortened for use in a TV commercial for Pfizer's new inhaled insulin.

While Hazelton did not want to release his revenues, he says movies cost between \$70,000 and \$80,000 to produce and his company has been doing about 10 a year. "Medical animation is a growth market," Hazelton says. "It's just at the beginning right now. Last year was our best year yet. Our revenues have been doubling every year." —Susan Burns

CHECK YOUR IN-BOX

Every weekday morning, the *S2 Report* hits the in-boxes of a thousand Sarasota business and civic leaders.

Filled with excerpts from press releases about local business launches and expansions, notices of upcoming networking events and governmental workshops, and stock watches of regional companies, the e-newsletter (shorthand for *Startup Sarasota*) is written in a gossipy, authoritative style by its editor, Kendall Jones.

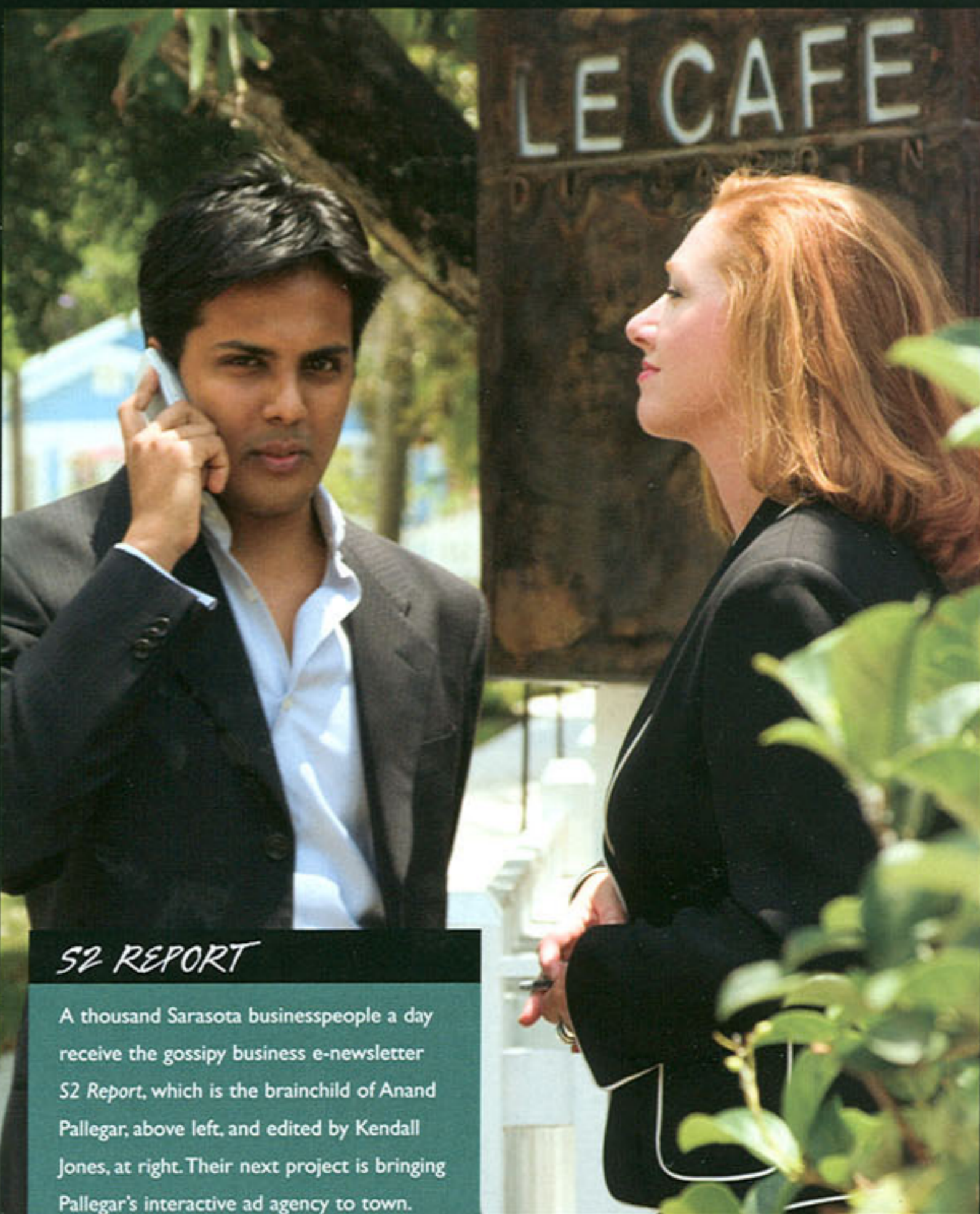
The *S2 Report*, launched on Jan. 10, is the brainchild of 26-year-old Anand Pallegar, a British native who moved to Detroit to attend the University of Michigan, where he started a Web hosting company that became so successful he dropped out of college in 1999 to run it.

That evolved in 2001 into At Large, Inc., which he describes as an "innovative, interactive advertising agency" whose clients now include the Ford Motor Company and the UM School of Business. (Among its projects: *Play Indy 500*, an interactive animated film showcasing Ford products and airing over touch-screen kiosks at auto shows.)

Pallegar, who moved to Sarasota a little over a year ago to be nearer his parents while he recovered from a car accident (his father is a physician in Bradenton), has also started Le Café du Jardin in Towles Court. The speed with which

he put together the *S2 Report*—"It was launched in the back of a café with less investment than most people blow on dinner, and came together in less than a month," he says—mirrors the immediacy of the business news he and Jones deliver via e-mail every weekday morning.

Pallegar says he sees the *S2 Report* as a test of whether the Sarasota market can support a daily digital publication and a demonstration of "the power of grassroots viral marketing"—after all, this is a product that has developed completely word of mouth, without advertising. "It's entirely opt-in," he says. "People subscribe.



S2 REPORT

A thousand Sarasota businesspeople a day receive the gossipy business e-newsletter *S2 Report*, which is the brainchild of Anand Pallegar, above left, and edited by Kendall Jones, at right. Their next project is bringing Pallegar's interactive ad agency to town.