

RISE OF THE PLANET OF THE APES is the first live-action film in the history of movies to star, and be told from the point of view of, a sentient animal -- a character with human-like qualities, who can strategize, organize and ultimately lead a revolution, and with whom audiences will experience a real emotional bond. The film was impossible to make until the technology, invented for Avatar and now advanced to a new dimension, caught up to the idea behind the movie. This work is complemented by the unique and extraordinary achievements of Andy Serkis, the world's foremost performance capture actor, who infuses Caesar with nuance, soul, wisdom and heart. Another historic accomplishment for the picture was its filming of visual effects and performance capture work on practical locations outside the controlled environment of an enclosed stage. This allowed the performance capture work to be fully integrated

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