

# Toonboomnews



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## IN THIS ISSUE

- **Shining in the U.K. and India**
- **Technology News: The Big Picture: Toon Boom Primed For Digital TV - User Tip • Sales News • Customer Profile • Customer Testimonials • Distributor News**

## Shining in the U.K. and India



Feeling groovy and toonedelic, Toon Boom Technologies decided to attend **Digital Media World** in London, U.K., for this first time...But not the last! Aware of the great creativity of animation studios based in the U.K., Toon Boom intends to establish its leadership in the field of 2D animation software and strengthen its presence in that country. The company took advantage of this blazing opportunity to develop new contacts with potential clients, including several educational facilities such as the University of West England, The Finishing School, and The London School of Animation. Another highlight of our participation is that a new distributor for the U.K. territory has been identified. Indeed, Pixelution Ltd will represent Toon Boom and can be reached at this number: (0) 1462 433558. Last but not least, we owe special thanks to Tim Barter, from King Camera, for demonstrating so much dedication and commitment to the success of this tradeshow. Tim, your contribution was greatly appreciated!

Attending the **Week with the Masters** event in Trivandrum, India, turned out to be another smash as the event was extremely successful and very well attended. The reception for the Masters, namely Rob Coleman, Maurice Noble, Derek Lamb, Jeff Hale, Prescott Wright, Bill Matthews and Phil Robinson, was outstanding. Toon Boom took the opportunity to mingle with them and spend some time with these great talents at Toonz Animation India. This top of the line facility is headed by Bill Dennis who brought together an incredibly high quality team, which includes Ajit Rao, as Animation trainer. On several occasions, Toon Boom wowed this amazing audience by presenting the benefits of its USAnimation and TicTacToon packages.

## Technology News

### User Tip on Click & Drag

You can use the Shift key + drag to change the frame at which a Key Frame is in the Function Editor windows. For example, you had set a key frame for an Angle at a value of 45 degree at frame 14 but then decided that it should happen at frame 17 instead, well you just have to hold the Shift key down and click and drag that Key point from 14 to 17.

## Technology News

### The Big Picture: Toon Boom Primed For Digital TV

DTV is the new "over-the-air" digital television system that will be used by nearly 1,600 local broadcast television stations in the United States. Why is DTV so hot? The U.S. Federal Communications Commission (FCC) reports in its 1998 Bulletin that new DTV technology promises to be one of the most significant developments in television technology since the advent of color television in the 1950s. DTV has the capability to provide clearer, sharper, cinema-like pictures as well as multi-channel, CD-quality sound. It can also provide such new uses as multiple video programs or other services on a single television channel, including data services.

After a transition period that allows broadcasters to construct DTV transmission facilities and viewers to replace their TV sets, broadcasts using the existing analog television system will stop--and all over-the-air broadcast television service will be provided with the new DTV system. A number of stations began DTV service in November of 1998, and the FCC says that 53 percent of U.S. households should have access to at least three DTV channels by the end of 1999. All commercial stations must begin DTV service by May 1, 2002, and all noncommercial educational stations must start by May 1, 2003. Is it any wonder that producers, including animation producers, want to be prepared?

With more than 1000 systems installed in 25 countries, Toon Boom Technologies is positioned on the cutting edge of digital 2D anima-

tion production supply. "Toon Boom had a vision when it was created in 1994, by opting for vector-based, resolution-independent technology," comments Michel Leroux, VP Customer Support and MIS of Toon Boom Technologies. "Today, with the coming of DTV, the firm has a significant advantage compared to the competition... In fact, DTV gives USAnimation users a great opportunity to benefit from what resolution independence is all about."

Toon Boom's major product USAnimation is currently the only 2D animation software package available that uses vector-based, resolution-independent technology. What this means is that a studio does not need to take the resolution into account until the very end, at the rendering stage of production. It's easier to do complicated camera moves, change the field size within a scene, and output onto various formats simultaneously.

Additionally, if a studio finds that it needs to change the output format of its productions to one with higher resolution such as film or HDTV, animation will not have to be reprocessed. All the studio would have to do is re-render the animation at a higher resolution. "Resolution independence provides flexibility--and peace of mind--in pre- and post-production for any changes regarding the output required," Mr. Leroux says. Toon Boom has designed systems to handle all the details in between the animator's vision and the final cut--and that includes the challenge of DTV.



# Customer PROFILE

Sullivan Entertainment recently expanded into the field of animation with the creation of **Sullivan Animation Inc.** Sullivan has hired Marilyn McAuley as the series producer of the company's first production, *Anne of Green Gables: The Animated Series*. Heading up the Ink and Paint department is Seamus O'Keefe. "We are gathering some of the top animators and artists in the country to work on our slate of new productions," says Kevin Sullivan, President of Sullivan Entertainment. Sullivan Animation has chosen Toon Boom Technologies as its animation software provider.

"We first introduced USAnimation to Marilyn McAuley and Greg Battle, Director of Information Systems," says Shane Bradley, Toon Boom's Regional Sales Manager. "Sullivan Animation is maintaining control of all ink and paint, compositing and final post. Since Toon Boom's USAnimation software system for 2D animation offers a complete production solution based on a traditional work style, it was a perfect fit for Sullivan's needs."

## Customer Testimonials



Receiving an award for an animated production testifies to the high level of quality and creativity invested in that production. Three of our clients were recently granted with an Award and kindly shared their appreciation of USAnimation and TicTacToon features that contributed to their success. Here's what they said:

"Wild Brain was very proud to be among the winners at the 27th Annual Annie Awards on November 6, for its PSA touting World AIDS Day 1998. It's always an honor to win an animation award, but this one is very special because it allows us to further publicize the fight against AIDS. The Levi's-sponsored "Condom Sensitive" spot was created by first rendering a 3D wireframe camera move, then printing rotos and tracing/inking them for scanning into USAnimation. Once in the USAnimation system, the new 2D background was painted and mattes were generated. The screen mattes were used to facilitate import of elements created in After Effects. The condom character art was scanned and painted in USAnimation and positioned onto the background. Simple palettes and economy of design worked well to create an interesting and humorous look. USAnimation really helped us deliver a great spot on a PSA budget."

**Jeff Fino,**  
Executive Producer, Wild Brain

"International Cartoons & Animation Center, Inc. (ICAC) with its animation production studios located in Santa Ana, California, USA, produces direct-to-video cartoons for children. ICAC's original cartoon stories promote universal family values. Utilizing the latest in 2D and 3D animation technology, ICAC's lip-synched cartoons are generated in six languages: French, Arabic, English, Turkish, Malay, and Urdu. Through its own internal procedures, combined with the capabilities of USAnimation software, ICAC lip-synchs the mouths of the characters to each of the languages by redrawing the characters. ICAC is very gratified to win the Film Advisory Board's "Award of Excellence" and the Dove Foundation's "Dove Seal of Approval" for its 72-min. film "Salam and the Golden Queen". In keeping with ICAC's goal of helping to strengthen families, both awards commend quality family-friendly entertainment."

**Dr. Wissam W. Ahmed,**  
International Cartoons & Animation Center, Inc.  
[www.familytoons.com](http://www.familytoons.com)

"Kirikou and the Sorceress", a 70-minute film, is a coproduction between ODEC Kid Cartoons (Belgium), Les Armateurs (France), and Monipoly (Luxembourg), with the collaboration of broadcasters France 3 and RTBF. After winning the Grand Prix for best animated feature at Annecy 99, "Kirikou and the Sorceress" was recently awarded at the Chicago International Children's Film Festival, with a First Prize, in the *Feature Films and Videos - Animation* category. This wonderful feature film was produced entirely on the TicTacToon software. Being vector-based, this software enabled us not to worry about aliasing problems at all. One less problem to deal with! The multiplaning camera was also very useful in certain scenes such as the entry to the village or Karaba's recovery."

**Philippe Verduyssen,**  
Production Manager ODEC Kid Cartoons s.a.

# Sales News

Toon Boom Technologies Inc. is proud to extend its thanks to its new clients who chose USAnimation and TicTacToon to create their wonders. These clients are Colorchips in India; Sullivan Animation and Nelvana in Canada; and Jiang Song in the Hubei Province in China. As for Toon City in the Philippines, Disney L.A. in the United States, Mercury Filmworks in Canada, Sunwoo and Yeson Animation in Korea, additional seats are going to be implemented to complete their first installation.

**Greetings to all the Toon Boomers!**



## Distributor News



As TBT's distributor in Portugal, Pedro De Almeida, President of Vantec, was proud to invite his existing and potential clients to his new location Dec 9th and 10th, 1999. During their open house, demos of USAnimation and TicTacToon were organized and added to the excitement of this event. Their new address is the following: Tagus Park Oeiras, Edificio Eastécnica, Lisbon - phone and fax numbers haven't changed. Congratulations!

As for TBT's distribution in China, Disson Computer G&I Ltd. is doing wonders. Several major studios are now equipped with USAnimation and ready for business, offering highly talented and well trained professionals as well as beautiful new facilities. These studios are China Central Television Station in Bei Jing, Hosem Animation and SMEC Animation in Shang Hai, Hong Yang Animation in SuZhou and JiangSong Animation in WuHan. For those interested, don't hesitate to contact us!



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