

# Toonboomnews

ToonBoom's newsletter for funny faces with serious minds and ideas!



Volume One, Issue One, May 1999

## Welcome

Welcome to Toon Boom Technology's first of a series of newsletters which we'll be sending out to you on a regular basis. Our goal is to keep you informed about new developments, new releases, productions using our software as well as TBT's presence in international markets.

## Technology News

At the NAB 99, the most stirring news was regarding the conversion of analog to Digital Television or DTV. In North America, the increasing progression of HDTV will make it necessary for producers and broadcasters to plan for digital outputs beginning now until 2007 when HDTV will be the only broadcast format.

This seems to be an ongoing concern for producers and broadcasters alike. In fact, the April issue of Animation Magazine has a great article on HDTV and the production of digital animation. An HD animated series, according to Fox Family Entertainment President Eric Rollman, would affect the entire production flow as it requires larger memory and higher resolution. This is where vector-based software, such as USAnimation and TicTacToon have a unique advantage. Vector-based software systems convert bit-map images to vector files that are resolution independent. This means that not only is the studio working with lighter vector files throughout the production but also the fact that output resolution is determined only at the very end of the process, at the rendering stage. At this point, animation has been scanned, painted, and the camera movements and effects are all calculated.

With the prospect of HDTV and the convergence of 2D animation with 3D, it is becoming increasingly important to have everything scalable and resolution-independent. Currently, producers have to be ready to deliver their films on everything from Internet format to 70 mm film for Imax theatre. With a vector-based resolution independent system, they don't have to plan the output resolution in advance; they can do this at the end of the process.

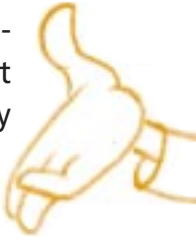
## TicTacToon Version 2.2.5

The new version of TicTacToon, Version 2.2.5, is currently in the final stages of development and will be demonstrated at the MIFA at Annecy. The full list of advantages and new functionalities will be described in the next issue of our Newsletter.



## IN THIS ISSUE

**Welcome** - Technology News - USAnimation 4.5 - TicTacToon 2.2.5 - **Events:** - NAB - New distributors - At the trade show - SGI Roadshow - MIFA at Annecy **Market News:** - European Market - Asian Market - Vancouver Film School - **Customer Testimonials**



## USAnimation 4.5

Toon Boom Technologies is pleased to announce the release of USAnimation Version 4.5 which runs on SGI/UNIX, SGI/NT, PC/NT and mixed platforms UNIX and NT.

This version is the logical progression from version 4.4 and is the most robust and high performance system for digital 2D cartoon animation production on the international market.

### USANIMATION 4.5 FEATURES SEVERAL NEW POWERFUL FUNCTIONALITIES INCLUDING:

- High speed rendering
- New color modeling which allows the user to move and scale elements separately to create color models more effectively
- A color picker that is easier to manage and can be configured according to users' needs
- A new file locking mechanism which increases the performance when sharing files
- Better color scanning as it supports additional color scanners (see list of new scanners below)
- The capability to send color calibration tables to scanners
- An even more simplified NT installation procedure

### RECOMMENDED HARDWARE CONFIGURATION AND PERIPHERALS FOR THE NT VERSION OF USANIMATION 4.5

The following are the hardware specs for the NT version of USAnimation V-4.5:

#### FOR SCAN, PAINT, XSHEET:

- Pentium II 300MHz
- 128MB of RAM (minimum)
- 4GB of Hard Disk
- Video Card with «TrueColor» support and 8MB of Video Ram
- Ethernet card 100baseT
- Monitor 19"

#### CAMERA, AND RENDERING

- Pentium II 450MHz
- 256MB of RAM (minimum)
- 4GB of Hard Disk
- Video Card with «TrueColor» support and 8MB of Video Ram
- Ethernet card 100baseT
- Monitor 19"

#### NEW COLOR SCANNERS:

- Microtek model 9600XL (NT and SGI)
- Umax Mirage II - which is the same as the Linotype Opal Ultra (NT and SGI),
- All scanners supported by Mentalix (SGI ONLY). Supports SCSI scanners from Agfa, Fujitsu, HP, Howtek, Microtek, Sharp, and UMAX (see <http://www.mentalix.com/matrix.htm> for a complete list)



[www.toonboom.com](http://www.toonboom.com)

# Events

## NAB

Toon Boom Technologies had a very productive week at the NAB. TBT's suite at the Mirage was fully booked for both TicTacToon and USAnimation demos. USAnimation versions 4.5 and 5.0 (with the 3D-camera feature) were demonstrated for several representatives from major animation studios.

## At the trade show

Two of our client-studios agreed to participate in the SGI Theater by showing their films, which were produced on TBT software, and talking about the benefits of the software. The presenter for USAnimation was Jeff Fino, of Wild Brain, who talked about the benefits of the software in a commercial production environment and showed their new film «A Dog Cartoon», and for TicTacToon, it was Bill Churchill, president of FableVision, who showed their award winning film «The Blue Shoe».

## New Distributors

Our senior officials met with and confirmed a new distributor for India, Rahul Commerce. RahulCommerce can be reached at Tel: 91 20 603 853.



## SGI ROADSHOW

After a successful run in North America, Toon Boom is continuing to participate in the SGI Roadshow in Europe. The European Roadshow, which is currently underway, has already taken place in the cities of Madrid, Rome, Paris and London. It will take place in Stockholm, Amsterdam, Stuttgart and Berlin during the period between June 1 to June 11.

## MIFA at Annecy

The International Animation Festival and Trade Show (MIFA) at Annecy takes place from the 31st of May to the 5th of June. Toon Boom Technologies will be at booth 2.4 demonstrating the latest versions of USAnimation and TicTacToon software packages and meeting with animation people from around the world. On this occasion, Toon Boom will also be demonstrating USAnimation 5.0 (not yet released) with a new camera 3D feature and real-time scene planning.

# Customer Testimonials

Recently, TBT conducted videotaped interviews with several clients in Los Angeles and got some very positive feedback regarding USAnimation software. The following is the first in a series of excerpts from the interviews that we will be writing in our newsletters.

## THE MAKING OF THE RUGRATS MOVIE

Statements made by Jerry Mills, Manager Digital Technology at Klasky Csupo

### USANIMATION SYSTEM

«USA is more than an ink & paint system, it is used for testing everything from storyboarding to final output. It is used for pencil testing, it replaces the camera department, paint department... There are a lot of processes and testing that go through the digital 2D department that wouldn't be possible without USAnimation.»

### RESOLUTION INDEPENDENCE & VECTOR-BASED LINES

«Resolution independence allows the user to do complicated moves. When the animation demands an infinitely long zoom, you have to layer several 16-field pieces of artwork into each other. In that process vector-based lines are a benefit. You can zoom quite far into a vector-based line without seeing any kind of rasterization or breakdown.»

### 2D INTEGRATION WITH 3D

«The (USAnimation) system is particularly helpful in combining 2D animation with 3D animation. (During the production of The Rugrats Movie) being able to size reference everything and being able to composit low and high resolution CGI elements in 2D has been very smooth.»

# Market News

## European Market

Toon Boom Technologies is pleased with the progression in the European market. According to Paul Girouard, VP of Worldwide Sales and Distribution, Toon Boom is developing a higher level of visibility and new presence in Europe especially with new distributors such as PIXEL-3D in Paris, Vantec in Lisbon and Aster in Belgium. PIXEL-3D has organized a press conference in Paris on the 26th of May at the Canadian Cultural Center and is actively involved in the organization of the MIFA at Annecy.

## Asian Market

TBT's worldwide network offers great opportunities for international partnerships co-productions and sub-contracting agreements. Technological compatibility is crucial for collaborations between major North American, European and Asian studios. Toon Boom Technologies continues its growth in the Asian Market. New additions to its prestigious client list include Frame Entertainment, Motion Picture Productions and Toon Us In in Korea; Hang Ye (Beijing & Shanghai), Hosem Blue and Animation Services in China and Golden Sun Animation in Taiwan. Toon Boom Technologies welcomes all new clients and wishes them a prosperous future.

## Vancouver Film School

With the objective of increasing the number of people trained in USAnimation software internationally, TBT recently reached an agreement with the Vancouver Film School, a long-standing partner, to establish a new training center at VFS. VFS will develop educational courses and programs and become a specialized training center for USAnimation software worldwide.

According to Joan Vogelesang, Executive VP & Chief Operating Officer at TBT, the collaboration between VFS and TBT promises to be highly advantageous for both parties given VFS's capability and initiative to establish certification programs worldwide and TBT's significant presence in Asia.



[www.toonboom.com](http://www.toonboom.com)

### MONTREAL OFFICE

7, rue Laurier est  
Montreal, Quebec Canada H2T 1E4  
Tel: 514 278 8666  
Fax: 514 278 2666

### LOS ANGELES OFFICE

300 East Magnolia Blvd, #303  
Burbank, CA 91502 USA  
Tel: 818 954 8666  
Fax: 818 954 8803