

toonboomnews

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Covering the World

Toon Boom's three month worldwide voyage has produced overwhelmingly positive results. **The Ottawa**

International Animation Festival and **MIPCOM 2000** gave

Toon Boom the opportunity to reinforce its role in networking **USAnimation®**'s users, enhancing international co-productions and business opportunities with potential clients.

With more and more studios joining the Toon Boom family to facilitate local productions as well as export and co-produce, Indian studios are building high-tech, high-quality production houses and are populating them with enthusiastic and talented personnel. In support of these efforts, Toon Boom attended **Broadcast India 2000** and the **Week with the Masters** in Trivandrum. Both of these well-attended events turned out to be very successful for Toon Boom and family. Most of the **USAnimation®** studios in India received visits from potential partners in North America and the response was extremely positive. There were also several initiatives from Indian studios

to invest in co-productions and build synergy with other studios in South-East Asia. In Europe, Toon Boom was present at the **Digital Media World** in London and the **Irish Animation Festival** in Dublin. In collaboration with its local distributor Pixelution, Toon Boom has significantly increased its visibility both in the United Kingdom and Ireland, and is reaping the rewards of this past year's dedicated endeavors.

Last but not least, Toon Boom was invited to be a key speaker at **The Cartoon Masters** in Angoulême, France and at **Digital Media Innovations Conference** in Toronto, Canada, to share its expertise about animating for the Web. All in all, Toon Boom is busy, very busy, just the way we like it.

Views

Moving into the age of new media presents more than its fair share of challenges, perhaps the greatest of which being the creation of cross-media content. Delivering content to several different media platforms – Film, TV, Video or the Internet – is now paramount for a production's commercial success. As a result, repurposing of assets has become the buzzword in the entertainment industry, especially in the classical animation industry.

Today, the Internet is a catalyst in animation production. It is now possible to develop a production for the Web,

build a community around it, and then repurpose it to traditional media. Traditional media productions can also be Webcasted on the Internet to draw new or additional audiences and generate advertising revenues while laying the ground for future productions. But the only way it can be done efficiently and economically is if content can easily be repurposed and transferred between mediums.

Before production actually begins, content producers must consider the display needs of the final outputs to select the best technology. To reduce production costs, the chosen technology must allow for the re-use of content without requiring any reprocessing. Animation production produced with a resolution-independent digital technology such as **USAnimation®** can get to market efficiently and economically while opening new markets. Past and current productions done digitally with **USAnimation®** can also become assets that can be deployed to several media platforms, thereby enhancing revenue generation at a very minimum cost.

Creativity as well as technology are key to the production of successful cross-media content. With the freedom provided by digital resolution-independent technology, creativity can remain the guiding force in your animation productions.

Technology News

USAnimation® Web Edition

Toon Boom has released **USAnimation® Web Edition**, a digital animation software tool for new media companies and Web animation studios. With **USAnimation® Web Edition**, content producers can create spectacular and compelling animation for the Web, allocate more time to creative tasks and focus on higher-quality content.

USAnimation® Web Edition includes the following features:

- the **3D Scene Planning module** allows you to create all types of multi-plane movements in real-time, without the need to "tween" individual elements
- the **color palettes** allow you to change colors on all frames automatically, even at the end of the process
- the **Manager module** encourages a collaborative work environment and multi-site team work
- the **scan and ink-&paint modules** are the fastest available on the market

These features guarantee the production of high-quality animation with spectacular FX, ensure small file sizes, and save you a significant amount of time, energy and money. **USAnimation® Web Edition** can be

upgraded to the full version so that you can repurpose assets for output to traditional media formats. Initially, the software will be available for Windows NT4.

Create Web Animation the Easy Way

USAnimation®'s powerful toolset can now help you create high-quality traditional 2D animation in the Macromedia® Flash™ format for the Web!

USAnimation® Web Edition converts the animation laid out in a scene's exposure sheet (using the Xsheet module) to the Macromedia® Flash™ format. You can export only selected drawings as an SWF file, or you can export a whole animation sequence as a single SWF file that contains all of the drawings in the scene.

Then, you can easily import your SWF files into the Macromedia® Flash™ authoring tool to add sound tracks, dialogs, gradients, special effects, interactivity, and assemble your individual scenes into one final SWF movie.

When you use **USAnimation® Web Edition** and Macromedia® Flash™, creating quality, interactive animation is just a two-step process that maximizes the strengths of these two powerful software.

User Tip

If you need a copy of an element but you don't want to rescan or copy all of the drawings, you can simply copy the element's column in X-sheet and then rename the new column with the same name as the original element. Then, Camera will retrieve drawings from the original element's directory so that you don't have to copy or rescan them. Of course, you could copy the element's module in Camera, but by having a column in the X-sheet, you can alter the timing of the original drawings.

For additional tips, please join our User group in the Support section of Toon Boom's Web site.

Customer Testimonials

The repurposing of assets plays a significant role in extending the shelf life of a production and increasing possible revenue for the content owner. Repurposing must be supported by a technology that offers resolution-independence with a vector-based digital system. This technology will eliminate the necessity to reprocess some or all of the production should producers decide to output to different media. With the knowledge that **USAnimation®** provides all of the tools necessary to produce cross-media content, several users are already taking advantage of this software's flexibility and efficiency. Check out these comments from some of our happy users:

"Using Toon Boom Technologies' USAnimation® has dramatically shortened portions of our linear animation production time by half. USAnimation® allows us to establish a library of vector-based animations and cost-effectively repurpose them to all forms of media. What usually took a week to produce using a combination

of Macromedia® Flash™ and other products can all be done in USAnimation® within 2 days. This is due to the fact that USAnimation® has been built to meet the needs of a vigorous animation production pipeline. The quality of our end-product is high and the cost of developing it much less. We are definitely enthusiastic about our partnership in furthering the merger of traditional animation and the web," **Jamie Wilkinson**, Vice-President, Internet Strategy, **Stan Lee Media** (www.stanlee.net)

"With the USAnimation® tools, including Flash export, we could create true cross-media content: develop once, deploy many. Only at the end of the production chain do we have to decide on the final output: Film, TV or Flash. That's really new. We are producing fillers that can be shown on TV and over

the Web with no extra effort and in native vectorial format. We have finished a 35mm 2D cartoon feature film pilot and the producer was really excited about seeing the

two standard resolution files as well as Flash files for his Web site. I think these kinds of tools really help independent production studios because they free them from format and platform restrictions, allowing them to maximize their investments better

than before. We can also take advantage of the USAnimation® SDK that lets us create even more exciting effects in composition, as well as a true 3D camera approach that lets us make mix the 3D and 2D animations faster and easier, even when we have info between packages. The full 2D and 3D integration is close at hand and the USAnimation tools make our lives easier," **Roger Cabezas**, Chief Operating Officer, **Kinora** (www.pacotilla.com)



Rugrats in Paris: The Movie

Toon Boom Technologies is proud to announce that **Klasky Csupo** has selected **USAnimation®** as their number one software to produce **Rugrats in Paris: The Movie**, the sequel of the 1998 blockbuster **The Rugrats Movie**. **Terry Thoren**, President and CEO of Klasky Csupo, has nothing but praise for USAnimation®: "We couldn't have done it without USAnimation®. The benefits of this software package are so huge that we wouldn't consider any other way to produce animated movies".



Image Courtesy of Klasky Csupo, Inc., Nickelodeon Movies and Paramount Pictures



Booming with our customers!



Focus on Spain

Thanks to the fantastic efforts of local distributor Soluciones Gráficas por Ordenador, Toon Boom Technologies' presence in Spain has expanded to include **Infinit Animaciones (ACCIO)**, **Artes Audiovisuales**, **Capricornio Uno**, **Kinora**, **MSL**, and more recently, **Cromosoma**, the **Universidad Autónoma de Barcelona** and **Gargot Digital**.

Based in Barcelona, **Cromosoma** promotes itself as "The European Animation Company". One of the oldest Pegs installations in Europe, Cromosoma switched to **USAnimation®** because its state-

of-the-art animation technology will allow them to produce today's content with tomorrow's needs in mind.

USAnimation®'s export to the SWF format and the easy-to-use **3D Sceneplanning** module have been key factors in their decision. Also, after they completely remodeled their 3,000 m² production studio in Barcelona, Cromosoma wanted to provide its team with the most advanced tools to deliver their upcoming productions in a timely and efficient manner. Cromosoma will use USAnimation® to develop the following projects: **Juanito Jones** (52 x 13' – 26 x 26'); **Miniman** (26 x 13'); **Tom** (26 x 26'); and, **Weby** (26 x 13').

As for the **Universidad Autónoma de Barcelona**, this world-renown university has recently implemented an International Masters of Audiovisual Animation program to provide the growing animation industry in Spain with highly-trained and technically-proficient talents. In addition to its institutional support, the program benefits from the collaboration of several major 2D animation production companies, as well as hardware, software and mass media companies. Such a gathering of experience and expertise bodes well for the quality of future graduates.

A recent arrival on the scene, **Gargot Digital** services 2D production houses around the world. Their main services include scanning, inking and painting, and filming. As part of the USAnimation®'s network of users, their team is ready to offer their talent and expertise to other users and enjoy with them the benefits of cross-platform compatibility and file sharing.

For additional information, please check out www.sgo.es or contact info@sgo.es.

New Clients

The Toon Boom family keeps growing around the world. Several new clients have joined the family while existing clients have expanded their installations. Let's welcome from Japan, T2; from Spain, Cromosoma, Universidad Autónoma de Barcelona and Gargot Digital; from the United Kingdom, University of Teesside; from Canada, Champion Productions; from Mexico, Alo.com; from India, Ocean Park, Digikore and Total Infotainment; from China, China Film Group; from the United States, Media Jelly and Center City Film & Video. Existing clients who expanded their installations include: Film Roman, C.I.A., and Calabash Animation (United States); Animation Services (China); Hahn Film (Germany); Jade Animation (Hong Kong); Digital Chameleon (Canada), and Plus One (Korea).