

# toonboomnews

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us  
animation  
The World Wide Standard.

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## SIGGRAPH 2000

Toon Boom Technologies will be located in Booth #729 at **Siggraph 2000**, showcasing **USAnimation® V5** and its new features. One of the most popular ones is the exporting to the Macromedia® Flash™ format, meaning users can benefit from USAnimation®'s creativity, quality and productivity features and then immediately convert their work to the SWF file format to stream it over the Web.

Some of the highlights during Siggraph this year include demonstrations of USAnimation® V5's new capabilities for Web animation, as well as the new **LightTable** and **LineTest** modules.

This year Toon Boom has organized a "**Dare to draw**" contest. All you have to do is draw a character using the LightTable module and give your business card to participate in the draw. The lucky winner

**See you there!**

will get a **free LightTable license** and a 6x8 **Intuos®** tablet, courtesy of Toon Boom and Wacom. The draw will be held on July 27, at 3:00 pm.

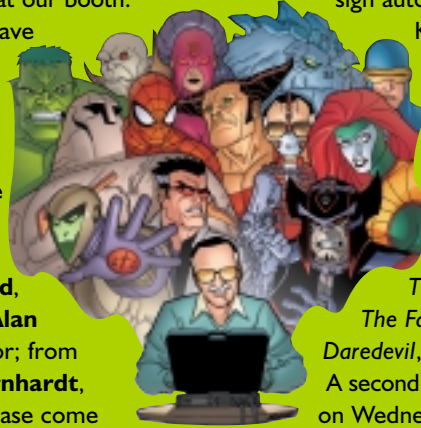
Toon Boom has invited some of its world-renowned partners to come and present their projects at our booth.

The following people have graciously agreed to join us: from Klasky-Csupo, **Jerry Mills**, the Manager of Digital Technology and **Celine Petker**, the Technical Director; from Stan Lee Media, **Aaron Sowd**, the Art Director and **Alan Fernando**, an Animator; from Wild Brain, **Frank Barnhardt**, the Lead Animator. Please come

by our booth to check the presentations schedule.

We will also be hosting a cocktail party at 6:00 p.m. on Tuesday July 25, 2000, jointly with Stan Lee Media. **Stan Lee** himself, the Founder, Chairman and Chief Creative Officer, will be attending and will sign autographs at 5:00 p.m.

Known to millions as the man whose super heroes sky-rocketed Marvel Comics to its preeminent position in the comic book industry, Stan Lee's singular co-creations include *Spider-Man*, *The Incredible Hulk*, *X-Men*, *The Fantastic Four*, *Iron Man*, *Daredevil*, *Silver Surfer* and *Dr. Strange*. A second cocktail party will be held on Wednesday, July 26 at 6:00 p.m.



Should you wish to book a demo at either **Siggraph 2000** or **FlashForward 2000**, please contact [karina@toonboom.com](mailto:karina@toonboom.com)

## FLASHFORWARD 2000

Toon Boom Technologies will also be exhibiting at **FlashForward 2000** in New York City from July 24 to 26, at the New Yorker Hotel.

Recognizing the importance of Web animation, Toon Boom will showcase **USAnimation® V5**'s output to the SWF format. This feature finally opens the door to creating high-quality Web animation in a more efficient and productive manner. USAnimation® and Macromedia Flash are both vector-based products, which makes them a natural fit for integration. USAnimation® V5 enables you to repurpose your assets, and make changes easily, while offering significant time savings and productivity gains. So come by and we'll see you there!

## Technology News

**USAnimation® V5** has become the industry's tool of choice to produce Web animation. Not only does it allow you to go through the whole animation process using one integrated and powerful tool, it also opens the door to new ways of creating animation for the Web. If you are designing animation for output in SWF format, here are some of the significant benefits the USAnimation® system offers:

- Scanning scans your drawings at an incredible speed since it can scan up to 50 drawings per chunk automatically using the Auto Feed option. It aligns the drawings based on the "peg hole recognition" and automatically cleans small dirt on scanned drawings.
- Vectorization vectorizes drawings automatically and supports batch vectorization with multiple systems on a network.
- Drawing provides a full set of vector tools to hand-draw animation with a graphic tablet based on the classical light table approach.

- Ink&Paint: As the fastest Ink&Paint system available in the market, USAnimation® closes gaps automatically and provides several sophisticated painting tools.
- Exposure sheet provides a traditional animation exposure sheet.
- Scene Planning allows you to create Camera and Elements movement with real-time preview and recalculates automatically the speed and perspective changes. It also offers multiple views for better 3D scene planning, all in real-time.
- Production Management: Working as a stand-alone or in a network system, this module offers the right tools to manage production workflow, for high as well as low volumes.

In addition to the Macromedia® Flash™ format, the recent release of USAnimation® V5 also offers multi-format rendering, including HDTV/16:9, as well as interactive, real-time, multi-layer 3D Scene Planning. Toon Boom recently released two additional new modules to USAnimation®: the **LightTable** module allows you to hand-draw animation directly in the system based on the classical light table approach and use these vector drawings with all the other modules in USAnimation®. The second module is **LineTest** and allows to preview and playback your animation in real-time. USAnimation® V5 runs on IRIX, NT and Linux.

## User tip

When building a network in the Camera module, you should add an Element macro module and change its name to **NOTES**. You can then write any pertinent notes about how and why you built the network. This is especially important in a big studio environment where many people might work on the same network.

## Customer Testimonials

An animation production can use many ways to reach its audiences. If the need arises, a production can be simultaneously output for the Internet and HDTV. The only way to offer the same animation production through various mediums in a cost-effective manner is by using a multi-platform animation software. Thanks to its vector-based technology, USAnimation® V5 has proven to be the only resolution-independent solution worth considering on the market. Here are two testimonials from clients who chose USAnimation® to build their productions:



"After evaluating other high-end software packages, we chose USAnimation®, as it was the only complete production solution for our needs. For a smaller studio

### in toon with you.

like ours the major issues were efficiency and flexibility to output our productions in multiple formats from webcasting to Television. USAnimation® Multi Format Output options has been critical to the productivity and success of our studio. Primarily we produce classical animation series work in the Flash SWF file format for streaming over the Web. Its vector technology has allowed us to re output existing animation in several formats from Flash to CD-ROM and Video without having to reprocess animation. USAnimation®'s interactive real time 3D sceneplanning has allowed us to be more creative with camera planning and not waste time waiting to render any changes. With its overall speed and efficiency, Multi Format Output options and real time 3D sceneplanning we have been able to half our production schedule using USAnimation®."

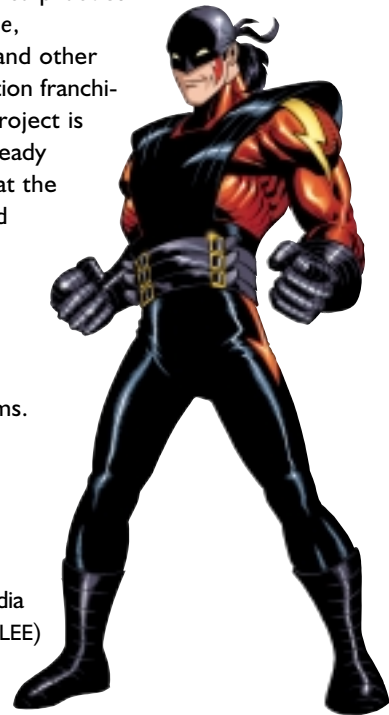
**Michael Viner**, Animation Director, Liquid Animation ([www.liquidanimation.com](http://www.liquidanimation.com))

"Stan Lee Media searched for a product capable of streamlining the production process and exporting the results to multiple platforms. The goal was a simple one: to produce an entertainment product that could be delivered through any current medium from a single production effort. Stan Lee Media is currently using USAnimation® V5 to produce *The New Adventures of Mighty Mouse*,

*The Stone Man*, and other upcoming animation franchises. While this project is

still in the beta testing stage, it is already proving itself and demonstrating that the software's application will meet and exceed expectations. The advent of this technology opens the floodgates for new animation content. Now, a single creative product can be effortlessly and cost effectively repurposed for a variety of platforms. Using these vectorized databases of platform independent global branded content, USAnimation® V5 will transform entertainment as we now know it."

**Peter Paul**, Co-founder, Stan Lee Media ([www.stanleemedia.com](http://www.stanleemedia.com) / NASDAQ: SLEE)



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## Booming with our customers!

### Events

#### World Animation Celebration

As a proud sponsor at the **World Animation Festival**, Toon Boom welcomed hundreds of people in its Cabana at the Hollywood Roosevelt Hotel. Two major events were of special interest for Toon Boom. The first one was the Animated Feature Film Summit, when Terry Thoren, President and CEO at Klasky-Csupo Inc. explained how the USAnimation® software package contributed to their commercial success with *The Rugrats Movie*. The second one was at the Big Animation Internet Pow Wow, during which the response to Toon Boom's presentation of USAnimation® and its output to the Macromedia® Flash™ format was outstandingly positive. Such successes confirm Toon Boom's leadership in the animation industry, and position USAnimation® as the animation software of choice for Internet, Film and Television.

#### MIFA 2000

Celebrating its 40th anniversary, **MIFA 2000** turned out to be a more vibrant and exciting tradeshow than ever. USAnimation® was quite an attraction due to its output to the Macromedia® Flash™ format and the new **LightTable** module. The Toon Boom team was thrilled to showcase all the great features of USAnimation® to the attendees who continuously filled the booth. To top it off, MIFA 2000 gave Toon Boom the opportunity to finalize sales for two large installations in Asia and Europe.

### Customer Profile

Formed in late 1996, **Light Image Animation (LIA)** is now recognized as a premier UK design studio. With blue chip accounts across the UK and in Europe, LIA has carved a substantial niche in the

competitive new media industry, gaining accreditation to BiB for interactive television design and BT for providing eCommerce and Web site design. The core principles of the company are founded on strong, brand aware, design and integrated technical excellence.

The LIA client base now forms its strongest source of business, with repeat and referred business forming the major part of our annual revenue. Since its very first day, LIA has strived to offer a complete solution to its clients. Specializing in web, 2D cell and 3D animation and modelling, interactive CD-ROM, and Digital video with full edit suite facilities including SFX and audio. Through close contact with their clients, they maximize their investment and marketing opportunities, with no particular bias toward one technology over another. LIA are delighted to have acquired USAnimation® as they firmly believe it to be the best available package for rendering their hand drawn animations and it will enhance the flexibility and production time of their 2D studio.

For further information, contact **Simon Smith**, Senior Business Development Manager: [simons@lightimage.co.uk](mailto:simons@lightimage.co.uk) or visit their web site at <http://www.lightimage.co.uk>

### New Clients

The Toon Boom network of users is getting wider and wider. Not only does it feature new members, but it also includes existing users who expanded their installations. Let's welcome from the United States, The Academy of Art, Horizon Companies, Brown Cow, and United States Mint; from Korea, Untergraph, Rough Draft, and KOMS; from India, Dataquest Management and Communicatons Pvt. Ltd and Sriven Multitech Limited; from the United Kingdom, Light Image Animation; from Lebanon, Fantastic Film Factory; from Malaysia, Fine Animation; from Australia, Liquid Animation; from Canada, CEGEP de Matane, CEGEP du Vieux Montréal and Optix Digital. Existing clients who expanded their installations include Animagic (Korea), Art Media (Canada), Cuckoo's Nest (Taiwan), Heart Entertainment (India), National Film Board of Canada, and Hahn Film (Germany).