

## Abracadaboom!

### There was magic at SIGGRAPH 2000

**SIGGRAPH 2000** was a big success for Toon Boom! We were the talk of the show, and here's why: crowded demos of **USAnimation® V5** that showcased the output to **USAnimation® Flash™** feature and the new **3D Sceneplanning** module; amazing presentations by prestigious clients such as **Stan Lee Media**, **Klasky Csupo** and **Wild Brain**; the overwhelmingly popular "**Dare to Draw**" contest which features the **LightTable** module; funky free hats; and then the Toon Boom cocktail party with **Stan Lee**, which just blew people away!

**Stan Lee**, Co-Founder and Chief Creative Officer of **Stan Lee Media**,

creator of *X-Men*, *Spider-Man*, and *The Incredible Hulk*, signed SIGGRAPH Special Edition posters for hundreds of admirers



while Thunderer and Mongorr, from the 7th Portal, stalked the crowds. Also, **Eric Kirby**, from **Mike Young Productions**,

won the "Dare to Draw" contest, bringing home a **LightTable** license and a 6x8 Intuos tablet, courtesy of Toon Boom and Wacom.

With record-breaking visitors to Toon Boom's booth, SIGGRAPH 2000 was a huge success! The Toon Boom team met with many potential clients and finalized sales for major installations in India and North America.

### Views

Entertaining the masses has long been a privilege of the happy few. But as everyone knows, the Internet has lowered the entry barrier for mass communication and entertainment by creating a unique distribution channel that grants worldwide access to millions of people.

The open nature of the Web provides everyone with the opportunity to create an online presence, thus an equal chance to be seen without censorship or boundaries. However, web-based productions must still compete with traditional media, such as TV, Pay-TV, Video and theater, to win market share throughout the world.

In the animation industry, the Internet offers limitless possibilities for artists and animators to create a community of interest around their work and immediately reach a worldwide audience. While the technology and the tools to create content and transmit it over the Internet are efficient, adequate and reliable, they have also become transparent. Therefore, the focus has now shifted to the production of quality content.

The ability of Web content to catch viewers and keep them is directly related to the quality of such content. People now spend more time looking for content – be it the images or the story – that will grab their interest. Basically, higher quality content will result in a larger, committed viewership, and eventually more revenue.

Although traditional players have a legacy of quality storytelling, the Web is wide open for talented individuals to reach masses and develop viewership. This new reality will change the way animators position themselves in the Web animation industry – their main challenge will now be to raise the quality of their creations.

Great successes often result from original ideas and good concepts, and the viewership validates what is entertaining and popular. Investing in storytelling is a smart move because this is where the competition will take place. When good content becomes valuable content, the Internet will make a lot of business sense for those involved!

### Technology News

#### USAnimation® V5 SP#2 ready by mid-November 2000

##### The highlights of this Service Pack include:

- **New Line Texturing: USAnimation®** now supports different styles of line animation (like crayon, chalk, etc) with improvements in the line texture and vector information.
- **Sceneplanning Peg-type:** ScenePlanning now features the Constant Peg, which improves the process of positioning elements in the scene.
- **Horizontal Flipping of Images:** In Scan, you can now flip images horizontally when scanning. This functionality is useful when two elements are drawn on both sides of the same paper. For example, the drawing of a character can be on one side of the paper while its shadow is on the other side.
- **Drawing Browser in Xsheet:** In Xsheet, you can use a file browser that makes selecting the file system paths easier when you use the "Share Drawings" option.
- **View Keyboard Shortcuts:** In Sceneplanning, you can display all the keyboard shortcuts in an easy-to-use Help menu. You can now display a list of all the ScenePlanning Keyboard shortcuts, complete with descriptions.
- Several bug fixes and other types of improvements.

#### Toonshader coming in December 2000

*Toonshader* allows you to convert Maya models or scenes (including animation) to **USAnimation®**'s Paint format. The resulting Paint file will contain line art and color art that is already painted. You will be able to modify the resulting drawings using the tools in **USAnimation®**'s Paint module. Using separate Paint files, you can also produce tones and highlights for the images. This initial release of *Toonshader* will run on NT, and will soon be available on IRIX and Linux.

#### User tip

If you want to speed up the rendering process in *Camera*, you can set the *Read Image* modules so that the *Color Art Quality* is at *Low Quality* instead of the default *Medium Quality*. Since the *Line Art* is on top of the color art most of the time, you will still have a nicely anti-aliased drawing because we leave the *Line Art Quality* to *Medium*.

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

## Customer Testimonials

Animation is experiencing a creative revolution thanks to new opportunities offered by the Web. More and more, the boundaries of performance are pushed to make quality Web animation more accessible. Some of Toon Boom's clients jumped right into the action - here are some of their URLs to get a glimpse of the possibilities: [www.liquidanimation.com](http://www.liquidanimation.com), [www.stanlee.net](http://www.stanlee.net) (7th Portal), [www.moonmuncher.com](http://www.moonmuncher.com) (selected as the site of the day by the American multimedia giant Shockwave.com on September 19, 2000), [www.pacotilla.com](http://www.pacotilla.com), and [www.womics.com](http://www.womics.com).

The following two testimonials demonstrate the benefits of using USAnimation® to

make Web productions: "I've just visited some WEB sites featuring animation processed through USAnimation®'s Toon Boom technology and output directly to Flash. The results are spectacular. The vector animations run full-screen with great sound and look for all the world like the hand drawn originals they are based upon. This teaming of technologies enables a quantum leap in the quality of animated entertainment now available via the WEB." **Peter Plantec, DreamScape Productions, www.ordinarymagic.com.**

"ArtMedia Studios' promotional web site, [moonmuncher.com](http://moonmuncher.com), was chosen as the Shockwave Site of the Day on September 19th 2000. It was produced with



USAnimation®'s Flash\_Composer option which allowed us to export our slick animations into the Flash format twice as fast as with traditional methods. This increased productivity triggered ArtMedia Studios' decision to put together a team specifically dedicated to the production of animation for the Web, to deliver weekly animated series to big portals", **Pierre Moisan, President, ArtMedia Studios, www.artmedia.qc.ca**

## Focus on India

Thanks to the great collaborative efforts of distributor **Rahul Commerce**, Toon Boom Technologies has had a productive year in India. The Toon Boom family had the pleasure of welcoming new members from locations in Mumbai, Chennai, Trivandrum and Hyderabad. These new clients include **Silverline, Colorchips India Ltd., Toonz Animation India, Pentamedia Graphics Limited, Aptech, Heart Animation, Ocean Park Multi-Tech Ltd.** and, most

recently, **Sriven Multi-Tech Ltd. and Dataquest Management and Communicatons Pvt. Ltd.**

Sriven Multi-Tech, more specifically Webtoons India, is a full-service animation services provider for traditional cel animation and even complex animated sequences. In addition to providing services for film and television, Webtoons offers traditional animation for new media distribution – like interactive multimedia, kiosks and Internet

streaming media. As for Dataquest, its experienced team of animators, background artists, computer graphic designers, and special effects coordinators use their technical expertise to give life to characters and scenes, using 2D and 3D animation software. The facility includes an editing suite as well as an interactive multimedia technology center. For more information, please contact **Dhiren Shah** at [rahulsales@vsnl.com](mailto:rahulsales@vsnl.com) or visit [www.rahulcom.com](http://www.rahulcom.com)



## Booming with our customers!



### Events

Toon Boom will be spreading the good word about USAnimation® - the World Wide Standard in 2D Web Animation – around the planet throughout the next three months. Check out the Toon Boom team at the following key events:

#### Ottawa International Animation Festival, Canada



The Ottawa International Animation Festival is North America's premiere competitive animation festival and one of the largest animation events in the world. Enjoying the unique ambiance of Ottawa's National Arts Centre, Toon Boom will be stationed at Booth E, from September 19th to 24th, to meet with clients and partners.

#### MIPCOM 2000, France



Held in Cannes from October 2nd to 6th, this major event gives Toon Boom the opportunity to meet with all European and Asian customers, as well as establish new relationships with potential clients.

#### Broadcast India 2000

The World Trade Centre in Mumbai will be hosting, from October 17th to 21st, the only exhibition of its kind in India. Toon Boom and Rahul Commerce, its local distributor, will be happy to meet with all 2D animation studios at booth D 31.

#### Digital Media Innovations Conference, Canada



Toon Boom will be a guest speaker at the Digital Media Innovations Conference, organized by the Sheridan College in Toronto, October 26th to 28th. The lectures will cover Digital Technologies in Classical Animation and Tools for Animating the Web.

#### The International Forum for Animation Technologies, France



The Forum creates an interesting environment where contributors to the animation industry are exposed to the tools and methods that are shaping animation production. Toon Boom is a guest speaker for the "Animating for the Net" workshop, from October 26th to 28th.

#### Week with the Masters, India



Set in beautiful Trivandrum from October 30th to November 3rd, this event offers an excellent opportunity to mingle with the movers and the shakers in the animation industry. Toon Boom is a proud sponsor of this event, which is hosted by Toonz Animation India.

#### Digital Media World, UK



Held from November 14th to 16th at the Olympia, in London, DMW gives Toon Boom and its UK distributor, Pixelution Ltd, a great opportunity to meet with European clients and prospects. All information about USAnimation® and its output to Flash capabilities is available at Booth 168.

#### TBT Partners With RealNetworks

Toon Boom Technologies is pleased to announce its participation in the RealNetworks RealPartners Program. RealNetworks is a recognized leader in media delivery on the Internet with its Real Player 8 Plus. This partnership will allow Toon Boom Technologies to better take advantage of the latest Real features in its USAnimation® products and eventually influence some aspects of the Real Player. A general improvement in the overall production workflow from creation to playback will increase the value of original productions. This is an important step in Toon Boom's rapidly evolving strategy of becoming the leading supplier of 2D character animation production tools and services for the web.