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# toonboomnews



## IN THIS ISSUE

From MIFA to WACFEST and SIGGRAPH  
Views • User Tips • Customer News • Award  
Commercial Corner • Focus on The Philippines  
Customer Support News • Schools on Board

## Extended Support for 3D Animation

Toon Boom and Electric Rain have partnered to provide  
ToonShader plug-ins for 3D Max, LightWave and XSI

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

## From MIFA to WACFEST and SIGGRAPH

With 2000 ending on such a high-note, we are pleased as can be that 2001 is shaping up to be quite good too! At the beginning of the year, we were busy with NASSCOM in India, Digital Media World in Australia, and the Animation Business Marketplace in the U.S. of A. Then it was off to MIFA 2001 in Annecy, France, which broke Toon Boom's record for popularity and busy-ness. The booth was flooded with interested folks, the opening night cocktail party was crowded with amazing and high-profile guests, and the software instructors rolled-out demos one after the other.

Looking ahead, Toon Boom is getting ready for the **World Animation Celebration**, which takes place in Hollywood, California from August 7th to 12th, 2001. Toon Boom will be at **Cabana 144** and will showcase **USAnimation® V5.3** and its power features, including the new ToonShader. August 10th is a special date to set in your agendas - the whole day is dedicated to the *India Day Celebration*. Toon Boom and Animation Magazine are organizing this event to give the business community a unique chance to meet and greet the most active Indian studios. Lots of fun and mingling opportunities are planned for the day. Also, Joan Vogelesang, Chief Operating Officer, will participate in the Internet Pow Wow panel called "There is software and hardware that can make your life easier".

We look forward to seeing you there!

And of course, there is **SIGGRAPH**. Take a deep breath and come have fun with us at **Booth 839**. In our Theatre, our customers and the Toon Boom team will showcase the versatility of USAnimation®. Come by the booth and check out the presentation schedule. There is also a cocktail party in the works. Our special guest will be the famous Art Leonardi, whose work appears in cartoons featuring that 'wacky wabbit' Bugs Bunny, as well as The Pink Panther, Tweety Bird and Sylvester, Speedy Gonzalez, and Yosemite Sam. Then at the Exhibitor Forum, Toon Boom will present a complete demo of USAnimation® V5.3, including the new ToonShader, Output to Flash, Port to Linux and Windows 2000, as well as tips and tricks to create special

effects and combine them with 3D animation. There will be a prize at the end of the Forum and the lucky winner will get a license for LightTable and ToonShader for Maya, 3D Max, LightWave or XSI, as well as an Intuos® Professional Set, courtesy of Toon Boom, Electric Rain and Wacom.

**SIGGRAPH 2001 essentials to remember:**

**Theater Presentations:** Starting Tuesday, August 14th at 10:00 a.m. till Thursday, August 16th at 5:00 p.m. at Booth 839

**Cocktail Party:** Tuesday, August 14th at 4:30 p.m. at Booth 839

**Exhibitor Forum:**

Wednesday, August 15th at 4:00 p.m. in the back of Hall K, beyond Aisle 2400

To set up a demo, please contact [karina@toonboom.com](mailto:karina@toonboom.com)



## Customer News

Toon Boom Technologies is proud to announce the appointment of André Charest to the position of Vice-President, Worldwide Sales and Distribution. He will work directly for Joan Vogelesang, our Chief Operating Officer. Here's some great Customer News to welcome André on board!!

**Animation Services Hong Kong Ltd.**, one of Toon Boom's most prestigious customers in Asia, has decided to purchase 42 additional seats of **USAnimation®** over the next 18 months. After productive meetings with Toon Boom's network of major studios in Los Angeles, Montreal Toronto, and Vancouver, Animation Services Hong Kong Ltd. developed significant new business, leading them to add 42 to their current install-base of 14 USAnimation® seats by 2002. "We are happy to install more seats in our studios to increase our capacity by double. We expect that USAnimation will enrich our creativity and eliminate the number of retakes and production lead time", declared Steven Ching, President of Animation Services Hong Kong Ltd.

And there's more good news coming out of South Korea! Toon Boom is proud to welcome **Galaxy Digimation** to the family, making USAnimation® the leading software in use in South Korea. Galaxy Digimation has been in the animation business for the past 13 years, supplying more than 500 thirty minute episodes to various studios in Hollywood. They have studios in Los Angeles, Korea, Philippines, and China. "We decided to purchase USAnimation because we wanted to go with the major player. Toon Boom offers better support, more technical manpower, a workable cost, and easy access to assistance" commented Ted Choe, Chief Operating Officer at Galaxy Digimation. "Many USAnimation users and clients in Hollywood and overseas have complimented and recommended the USAnimation software. It is advantageous and convenient for production service suppliers like us to be with major suppliers who give good and prompt support".

Now we would like to extend a warm greeting to **Fenix GraphX** out of San Francisco! As a new member of the Toon Boom family, Fenix GraphX is a creativity factory with individuals experienced in every area of animation, from digital ink & paint to full animation services. A team of aesthetically critical animators use state-of-the-art USAnimation® software to color and composite each scene in a client project. The final output can be traditional media, such as film, or QuickTime for the Web or HDTV, Flash, or digital video, which gives clients a wide choice of media formats. Fenix GraphX handles all of the complex technical aspects of animation so clients can focus their energies on creative concept development. The entire process is faster, simpler, and more cost-effective, and the results are the highest professional quality.

## Award

It was a great honor to receive the **Platinum Award 2001** from **AV Video Multimedia Producer Magazine**, in the **Readers' Choice** category, for **USAnimation® V5**. **AV Video Multimedia Producer Magazine** polls its readers to determine the best products introduced each year. Even though other 2D high-end software were among the finalists, **USAnimation® V5** was the only one to make it to the winners' podium.



## Focus on the Philippines

We are glad to announce that E.D.I.S. is now representing Toon Boom in the Philippines, in addition to Malaysia, Vietnam, Thailand, Singapore and Indonesia. Toon Boom is proud of its well-established customer base in the Philippines, where one of our first customers there was Form – Toonworks. Since then, Extreme Animation, Virtual Magic Asia Inc., Holy Cow! Animation, ToonCity, and, most recently, Top Draw Animation have joined the Toon Boom family. Here is a brief introduction to three of these customers.

**B**ased in Makati City since 1997, **Toonworks Inc.** is a subsidiary of Mediastreams Limited from Singapore. They work on a variety of television productions for local and international clients, including *Fix and Foxi* of Energee Entertainment in Australia, *Tomy and Oscar* of Cromosoma in Spain, *Abrafaxe* of Hahn Films in Saigon, *Turtle Island* of Mimosa Productions in Canada, *Mumffies*, *Tangerine Bear*, *Narigota* as well as others. They run **USAnimation** Versions 4.3 and 5.0 on Silicon Graphics machines in their Digital Ink and Paint department. Toonworks artists profit from many of the features in **USAnimation**®, especially in Sceneplanning, which eliminate delays in the production process.

Also in Makati City, **Holy Cow!** is a 2D/3D creative animation house headed by Dani Montano, Marlyn Montano and Buddy Zulueta. Holy Cow! specializes in producing TV commercials for the Asia-Pacific market, animated shorts, digital ink & paint services and developing its own animated productions. Supporting Holy Cow! creativity are **USAnimation**® for digital ink & paint and Softimage XSI for 3D animation. Holy Cow! contributors have been with the animation industry for more than 20 years, when their first major involvement in animation production was work on an animated series for US and European markets, animated feature films for Australia, and loads of TV commercials.

Established in 1999 in Pasig City, **Top Draw** is a full service studio, involved in Pre-production and Production. Pre-production services include model and prop design, background and background color design, storyboarding and exposure sheets. They also offer full-production services, from layout to the digital end including digital backgrounds. Its pre-production setup allows them to handle one episode every two weeks. As for production, they can handle around 1,500 ft per week (24,000 frames), up to 2,000 per week. Determined to concentrate on high quality, reliable and personal service, Top Draw is well equipped to meet the challenges of the modern marketplace. They use **USAnimation**® for their current productions, *Static Shock*, Series Season II, of Warner Bros. and *Miniman*, of Cromosoma.

### User Tips

If you need to see the TV safety zone in the Sceneplanning module, you can use a **Crop Camera** column in the **XSheet**. Select the main camera values as the original resolution and then, in the resolution for the cropped part of the image, choose new resolution values that account for the TV safety zone. For example, if the resolution of your TV output is 720x540, you could make the crop resolution 10% less and create a cropping frame with a resolution of 648x486.

For the new Linux users, here are a couple of useful tips:

1. Whenever you change your video card, monitor, mouse or keyboard, you have to recreate your display configuration file. First backup your existing configuration in `/etc/X11/XF86Config-4`. Then, type `Xconfigurator` in a shell and follow the instructions. Once your new configuration is generated, remember to always edit it to have appropriate video drivers loaded (eg: "nvidia"). Restart your graphical interface to apply the changes.
2. When doing a full install of Linux, many services will be set up to be started each time your computer is booted. You may not need them all to do your **USAnimation**® work. Use `chkconfig` to find what services are running and turn them off. For example, remove `sendmail` from the startup services by typing `chkconfig sendmail off` in a shell. However, `chkconfig` does not stop the services that are currently running. To stop services that are running, you must stop them manually.

For additional tips, please check out our [FAQ](#) and join our [Users Group](#) in the [Support](#) section of [Toon Boom's Web site](#). For updated [Technical Instruction Checklists](#), visit the [Online Manual](#) section.

## Views

**T**he last couple of years have seen the global animation marketplace really heat up. Co-productions have proliferated at an amazing pace, bringing together studios from all over the planet. As the demand for animation has grown and transformed, investment in instructional programs has also increased to support the market with a trained and talented workforce.

Asia has increased remarkably its share of the animation business pie. The animation industry is fairly well-developed in China, Taiwan, Korea and the Philippines, where the business coming from the United States, Canada and Europe is a significant driving force. The Philippines has emerged for its unique approach to animation, while China has expanded on two fronts: supplying the local market as well as exporting its productions to countries with significant Chinese communities; and its very strong sub-contracting market. Large studios continue to install satellite operations in Korea and Taiwan, and now India has emerged as a strong contender in the sub-contracting market, as well in production for the local market.

Asia isn't the only continent to demonstrate growth. High-quality productions are also coming from Australia and New Zealand, while South America and Eastern Europe are emerging as markets both for North American and European productions.

The latest trend is the forging of strategic relationships for investment in training. In all countries with active studios, investment in education is essential to ensure that there are local talents with the right skill sets who can adapt to the changing demands of the marketplace. While development has been centered on television and movies, we now see a strong push for animation in advertising and gaming.

As the industry standard in the 2D animation software market, Toon Boom Technologies finds itself at the cross roads among producers, studios, schools and service bureaus, and is able to proactively bring parties together to create better productions. Toon Boom is well known for creating a unique environment in which its worldwide network of **USAnimation**® users can find business opportunities with one another - it happens all of the time! Not only does Toon Boom Technologies offer you the best 2D digital animation solution, but we can also offer you access to the best talents from around the world.

## Commercial Corner

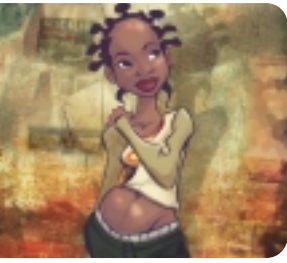


Image courtesy of Wild Brain, Inc.



Image courtesy of Wild Brain, Inc.



Image courtesy of Wild Brain, Inc.



Image courtesy of The Moving Picture Company

**Wild Brain, Inc.** delivered a wildly diverse campaign of six :30 animated spots for Wrigley's Winter-fresh Gum via BBDO/Chicago. Each spot is helmed by a different Wild Brain director and each spot is unique in terms of style, design, animation technique and execution. Creative Director and Wild Brain co-founder, John Hays, commented on the campaign, saying, "We use **USAnimation** for most of our 2D work here. The Wrigley's spots had unusual methodologies, and we drew upon some of the software's new features. For example, we scanned the drawings for "Joke" into USAnimation using their new proprietary scanning features like gray scale scanning instead of black and white, and then delivered them to our Mac department. There's another new option we liked which allows you to process drawings without creating vectors this was great for our more complex artwork. For "Hip Hopper", Palette Cloning

allowed us to render out the character with five different color schemes so we could deliver them separately. For "Beat Box", USAnimation's software allowed us to separate out each individual part of the character, such as the feet and the legs, without creating separate drawings."

Since the start of the year 2001, **King Camera, UK**, has produced a total of 345 seconds of complex fully animated TV commercials. In addition to their work on commercials they have also been making a 2.5 minute animated sequence for Flying Rat Productions to introduce a planned series for director Ian Emes. They have completed animated program announcements for the sport of cricket on BBC-TV and development work for High Eagle Production's next Cinema project. In their most recent commercial work they have been making great use of Quad Mapping in Canvas and the Texture module in Camera to replace flat painted areas with textured images provided from Adobe's Photoshop as PSD & Tif files by the animator Robin Shaw. The textures move with the animated characters and look stunning. "Toon Boom's USAnimation System Software has successfully provided us with the software tools to create high quality cartoon output for the Cinema and Television", commented Chris King, Partner at King Camera.

## Customer Support News

**Toon Boom Technologies places great importance on the quality of their Customer Support. The Support team continually develops new tools and improves existing ones to make the USAnimation® experience fun, smooth, exciting, and reliable.**

The Support section of the Toon Boom Web site is reserved to its privileged members. There, you can take advantage of a wealth of information and tools: the **On-line manuals**, the **Software updates**, the list of **Frequently Asked Questions (FAQ)**, and the **User Group discussions**.

The **FAQ** is a great help when you need to find ready-made answers to your most frequently asked questions. The articles therein range from technical questions to commonly asked for Camera recipes.

The **User Group** allows you to join this ever-growing community of USAnimation® users and to participate in the discussion and exchange of ideas, tips and tricks, solutions, etc.

Earlier in the year, the Customer support team developed and published some very helpful instruction checklists that provide readers with an abridged thus expedient form of installation, setup, and problem resolution documentation.

**The currently available checklists cover the following topics:**

System validation, USAnimation® installation and configuration validation (NT), Standalone installation (NT), Storage configuration (NT), Scan configuration (NT), and Service pack installation. More technical checklists are on the way.

## Schools on Board

**F**or decades now, the Philippines have been an excellent resource for international animation production companies. It has always been known worldwide for its creativity and ingenuity, particularly in the field of arts. **Cyclone Arts & Technologies Asia Inc.**, the first computer animation school in the Philippines, opened its doors on June 14, 2001 to meet the growing need for Filipino animation talent. Specialized in 2D/3D animation, multimedia, and video games, the school offers a complete program. Equipped with the latest dual-processor workstations, network servers, computer graphic tools, cutting-edge programs from leading software developers, like Toon Boom **USAnimation®**, Softimage XSI and 3D, and Kaydara, Cyclone will surely inject additional vigor, and well-trained animation talents, into the burgeoning Filipino market.

[www.cyclone.com.ph](http://www.cyclone.com.ph)

**B**ased in India and with more than 2,245 centers in 42 countries, **Aptech Limited** has trained more than 2 million students worldwide over the years. Arena Multimedia, one of Aptech's training divisions, provides world-class multimedia and education training and has a presence of 220 centers in 7 countries in Asia. Training on "high-end animation and post production", Arena opened in Mumbai an Academy called **Arena Animation Academy**. This set up already trained more than 300 students in the last 11 months. The curriculum emphasizes classical animation techniques, cel animation and clay modeling blended with the advanced software like **USAnimation®** for 2D character animation and Maya for broadcast quality 3D Animation. Postproduction and Compositing are also given importance with top-notch training on DPS Velocity and Combustion.

[www.arena-multimedia.com](http://www.arena-multimedia.com)

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