

Toon Boom News November 2003

You Gotta Be In To Win!

Since we announced back in March 2003 the development of a new custom solutions service, starting with Nelvana, Toon Boom Technologies has experienced a great explosion of interest! We are currently developing several custom solutions specific to the requirements of Flash-style animation productions. For each customer we are delivering custom, high-tech tools that will help them create the unique look they want. The development of this new service is a natural progression for Toon Boom, considering our extensive expertise in research and development and in the field of animation production, as well as our close working relationships with the greatest of the great in the animation industry.

And the word about our custom solutions has spread fast! At the latest MIPCOM event, which was a huge success, several leading studios in North America, Asia and Europe expressed great interest in what Toon Boom can do for them. So stay toned - we'll be announcing more great news very soon!

TECHNOLOGY NEWS

Warner Bros. Uses USAnimation OPUS to Create New Looney Look!

For Looney Tunes: Back in Action, Warner Bros. wanted a unique look for their famous troop while staying true to the characters that people have loved for so many years. They explored USAnimation's line texture, texturing and toonshading features to the fullest to obtain awesome artistic styles, creating a one-of-a-kind visual experience that complements the exhilarating action of the movie. Thanks to USAnimation OPUS, Warner Bros. was able to enjoy more creative control over their production and fine-tune the look of their characters cost-effectively. The movie will be released on November 14, 2003 in North America. Check it out!



New USAnimation OPUS Tutorials

Looking for insight into new techniques? Hoping to develop a deeper understanding of the advanced features in USAnimation OPUS? In an effort to meet your quest for more USAnimation OPUS production techniques, we have just released two new tutorials on the Documentation page of the Support website.

In the Expressions tutorial, you have the opportunity to learn how to build a motion blur using Expressions and Fade Modules. You'll also take a look at the nuts and bolts of pegs and motion paths.

In the Recreating the Monster tutorial, you get to practice several techniques to build the effects on a scary monster. In this tutorial, you'll get the chance to draw masks in the 3D Sceneplanning Frame View window; use Cutter, Color Override, Glow, and Refract Modules; as well as learn how to use the function (graph) editors.

Both tutorials include sample material. We have provided both rough and final versions of the scenes in the sample material. You can use the Rough versions to follow the exercises and steps in the tutorials. And, you can look at the final versions of the scenes to see how we put them together.

You'll find these tutorials in the Documentation section of the Support website (www.usanimation.com/support/documentation). Additional tutorials will be added in the coming months. You need a valid support contract to access the tutorials.

USER TIPS

User tips are regularly added to the USAnimation User Group in the Support section of the USAnimation website (www.usanimation.com/support) and in the User Forum on the Toon Boom Studio website (<http://www.toonboomstudio.com/support>). Our FAQs also offer a wealth of information.

With the launch of USAnimation® OPUS™, we have posted new user tips in the USAnimation User Group. Check them out!

CUSTOMER NEWS

In addition to investing in 2D and 3D co-productions, India-based **Digikore Studios Limited**, a part of the US \$50 million Growel Group, takes on digital ink & paint jobs in its in-house ink & paint and compositing facility. Digikore recently achieved a significant milestone by signing a US \$5 million contract to produce a 2D animated TV series and theatrical feature *Kung Fu Millionaire* for Gtoyz Management Company Limited in New Zealand. In what could possibly be the biggest deal in the Indian animation industry, Digikore expects to earn around US \$10 million revenue through a 15% share of the proceeds of the worldwide TV sales and a 20% share of the worldwide theatrical revenue in addition to the US \$5 million contract. Commenting on why they use USAnimation, Mr. Abhishek More, Director Operations, said, "Since the series is very stylized with an anime feel, very complex animation and high end special effects, the obvious choice of software was USAnimation. Also, with USAnimation being very user friendly we thought it to be appropriate for the project." In addition to production, Digikore is taking active interest in promoting animation in India and will be opening its first animation school in Mumbai by the end of the year. It has plans to make it a national chain with schools in Pune, Delhi, Bangalore, Hyderabad, and Chennai and plans on adding other major cities in the coming years.



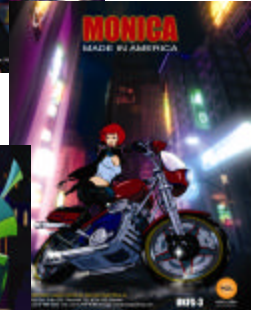
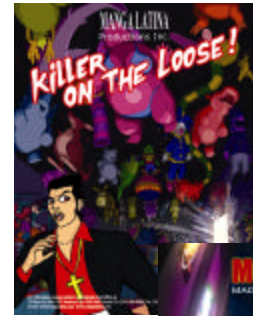
Firehorse Films, based in Auckland, New Zealand, is a new member of the Toon Boom family.

Firehorse will use USAnimation Opus to produce New Zealand's first prime-time adult animation – an unashamedly suburban, non-PC satire entitled *bro'Town*. Written and performed by the multi-talented Naked Samoans, *bro'Town* chronicles the schoolboy misadventures of four Auckland teenagers growing up in the big city. Produced in New Zealand, the series will also feature Kiwi music and local celebrities. TV3's Associate Director of Programming Kelly Martin said the Network was thrilled to finally have *bro'Town* in production. "We're very excited! We loved the idea of an animated Oscar and Co from



the moment we heard it, and think it could be the Simpsons of the South Pacific." The series is expected to screen on TV3 next year. Elizabeth Mitchell, founder of FireHorse Films and producer of the series, managed against the odds to put together the financing and the creative and production team. "Doing the first series in-house, and having the creative control that comes from being all under one roof was a must for *bro'Town*", says Elizabeth. "Toon Boom showed us how we could keep creative control, keep the quality high and keep the cost down."

Thanks to USAnimation OPUS, **H2V Entertainment** and its president, CEO and content creator Henrique Vera Villanueva are well positioned to achieve their ambitious goal of producing three feature films, *Manga Latina: Killer on the Loose*, *Piñatas*, and *Monica Made in America*, for theatrical release in 2004. H2V Entertainment has put together a substantial team to get the films into theaters for next year, including UKFS and Treehouse Productions in the UK, Excalibur Animación S.L in Spain, Animatoon in Argentina, and Manga Latina, Concept-E and Mirason in Canada. The H2V subsidiaries, H2V Distribution in Canada and H2V Releasing LLS in Ireland, are also involved in the projects. USAnimation OPUS was the natural choice as the backbone of their production pipeline because of its multi-user, multi-site managing capabilities, as well as the quality of the animation production features it offers. H2V and its partners will do all of the inking & painting, compositing, FX, sceneplanning and rendering with USAnimation OPUS. Manga Latina is the center of the production process. When they receive drawings from their partner studios, they check them, do the clean-up and then send them on the production pipeline for inking and painting. To meet the demands of the workload, Manga Latina is expanding its facility and already works double shifts to meet their deadlines.



Time Lapse Pictures is a relatively new studio founded by Nassos Vakalis and Panagiotis Rappas. Originally based in Los Angeles, Time Lapse Pictures has relocated its operations to Athens, Greece. The company has been involved in several animation productions for the American and European markets and in some local commercials as well. Projects include Sony's *Eight Crazy Nights*, Klasky Csupo/Paramount's *Rugrats go Wild*, Filmax' *EL CID the Legend* and Munich Animation's *Jester Till*. Time Lapse Pictures implemented USAnimation to produce *Rugrats Go Wild*. They developed the bulk of the layouts and character poses as well as scene planned the movie in USAnimation. For *Jester Till*, Time Lapse completed a 5 minute-segment of the film, using USAnimation for coloring and compositing. USAnimation has now become their primary animation production software.



Words that Cook! Parenting with children's books™ with hosts Monty Haas and Martine Bernard, is a half-hour, interview-based program airing nationwide, that enables parents to see the connection between helping their children reach their potential, and the necessity of creating opportunities for reading, writing, and communicating together. The program is endorsed by the International Reading Association. Animation is an essential element of our program, adding not only to our show's overall humor and fun, but it also allows us to eliminate the creative restrictions imposed by our tight operating budget. What we don't have and can't afford, we simply create through animation, including sets, gags and bumpers. This gives our show a totally unique and refreshing look, setting us apart from "more traditional" styles of programming. "Toon Boom Studio is a fast and creatively flexible animation program that's an important tool in our production arsenal. As our program and animations evolve in complexity, so too does our reliance on an easy to use animation program that can deliver what we need on a tight schedule. We see Toon Boom Studio playing an even bigger role in our production as we move forward with our show", shared Todd DeBonis, Director/Producer of Words that Cook!™.



AWARDS

The Toon Boom Team would like to congratulate JadooWorks Animation Studio's COO Ashish Kulkarni for his election to the International Academy of Television Arts and Sciences as an associate member in July 2003. He was elected by a majority vote from the full board of directors of the Television Academy to serve a two-year term. In his role representing animation, he will help to organize Academy activities, such as judgments and panels, and will participate in the various sub-committees. As COO, Kulkarni helped establish the Bangalore, India-based 2D and 3D studio JadooWorks a year ago, and has successfully completed 20 animation programs. For more information on JadooWorks Animation Studio, visit www.jadooworks.com.

COMMERCIAL CORNER

Based in Chicago, **Calabash Animation** is a well-established animation company specializing in character, traditional cel, computer, clay and sand animation for TV and film. Most recently, Calabash produced a 30 second commercial spot called Keebler JTC Rock. The team who worked on it included the Creative Directors Mark Pierce and Craig Barnard, producer Normandie Gallassi, from the Agency Leo Burnett Co. Chicago, Animation Director Ed Newmann and Lead Animator Wayne Brejcha. "It was a great concept to work with," shared Monica Kendall, Executive Producer at Calabash, "When we get a storyboard like this we wear a big smile for 14 weeks while we are working on the spot. It makes our job a breeze." This was a mixed media spot: live action food shots were provided by Santiago Suarez; hollow tree interiors were done in 3D; the elves were traditional cel animation with full shadowing to help place them in the CG environments. All ink & paint and compositing was done in USAnimation. "USAnimation's compositing tools allowed us to seamlessly blend all the elements which was a trick as they came from such different sources. The Read Spakle module was great when adding sparkle to Elfis's lapels," added Monica.



Jamination Productions Inc. is an 11 year-old animation studio that develops 2D and 3D animation for sports teams and their sponsors. The New York Yankees, Fox Sports Bay Area, Florida State University and the Anaheim Mighty Ducks are just a few of the Columbus, Ohio studio's customers. "USAnimation is invaluable for getting these animations completed fast and easy," says Ryan Hawkins, USAnimation guru for Jamination. "After the artists in the 2D Department hand over the pencil drawings, we scan them in and paint all the 2D scenes in USAnimation." Using USAnimation, Jamination completed three public service announcements For Fox Sports Bay Area and the San Jose Sharks "Reading Is Cool" program. Each "episode" involved the Sharks mascot, Sharkie, and other members of the Sharks organization. Sharkie and the gang stopped a Detroit Red Wings octopus, a Colorado Avalanche bigfoot, and a Dallas Stars alien from stealing all of the books in San Jose. "Having USAnimation has made life much easier for all of us," adds Phil Harbath, President of Jamination.



SCHOOLS ON BOARD

Animaster is India's one and only training and production studio. With its sophisticated animation technology, business model and training facilities, it offers a ground breaking animation technology revolution in the field of animation education, production and content creation. Animaster offers courses in 2D and 3D animation, utilizing the latest technology, such as USAnimation, Toon Boom Studio, Maya, 3ds max, 3D plasma. It also offers the most dynamic

animation course material, curriculums, reference material and training. Animaster's students also have a unique opportunity to be a part of its in-house production studio. Animaster develops strategic partnerships with reputed software companies, animation production studios, ad agencies, universities and fine arts colleges for exchange of manpower, placements and technology.

In almost forty years, the **Istituto Europeo di Design** (www.ied.it) has trained 50,000 students coming from over 64 countries in its five locations (Milan, Rome, Turin, Madrid and Barcelona). Every year, more than 1000 foreign students attend the school. IED offers almost 300 courses for each specific level and age, from three-year courses to master, summer and specialization courses. As evidence of its commitment to innovation and continued development, the Istituto Europeo di Design has chosen Toon Boom Studio to teach animation in its Arti Visive division, which offers a creative laboratory, a place to learn the latest design techniques and technologies. Around 150 students are enrolled in the post diploma program and can choose Toon Boom Studio to do their thesis. A new Master's program in animation will be also offered in February 2004 and will also use Toon Boom Studio.

******SUBMIT YOUR NEWS!!!!******

If you have news, review materials, events or other items of interest for the Toon Boom Newsletter send it to: Karina Bessoudo, Toon Boom Technologies Inc., 7, Laurier East, Montréal (Québec) Canada H2T 1E4; or E-mail: karina@toonboom.com; or Fax: 1-514-278-2666.