

Toon Boom News January 2004

Celebrations!

Toon Boom Technologies would like to wish you all the best for 2004! Health, Happiness, Peace and Success to all hearts and minds in the animation community and the world! 2004 is not just another year for us - Toon Boom Technologies is turning 10! The team is so proud that we will be celebrating throughout the year! To start off this New Year, we have a special newsletter that reflects the effervescence of the animation community and our excitement for the year to come. Not only are we announcing the upcoming release of Toon Boom Studio 2.5 for Mac and the new workflow solution for Flash-style animation productions, but we also have some great stories expressing the passion and enthusiasm of studios, schools and individuals alike for animation and Toon Boom Technologies' products and services. Enjoy and as always, stay tuned for more news!



TECHNOLOGY NEWS

Sneak Preview of Toon Boom Studio V2.5

Toon Boom Technologies is excited to announce that a sneak preview of Toon Boom Studio version 2.5 for the Mac will be presented at the upcoming MacWorld San Francisco, January 6th to 9th 2004. Toon Boom will be located in the Digital Media Pavilion, L.A. #8, in the North Hall of Moscone Center. The team will also be participating at the Mac User Group University Event on January 5th at the Argent Hotel.



This new release will include exciting new features, such as sound scrubbing in the Timeline, the ability to draw in Sceneplanning and support for scanning. The customer release is scheduled for Spring 2004.

All current customers using version 1.2 that have registered their license key at toonboomstudio.com will receive their upgrade electronically at no charge.

Toon Boom Comes Up with the Solution to Produce Flash Faster!

Toon Boom Technologies announced today that they have teamed up with [Mercury Filmworks](http://MercuryFilmworks.com), one of Canada's large-scale studios producing Flash style series. The new pipeline, designed by Toon Boom and installed at Mercury Filmworks in Ottawa, is increasing productivity, raising the level of quality and doing away with the issues common to a traditional Flash pipeline.

"The constraints we faced ramping up on our current production were the same ones all studios face when using Flash MX as a production tool." says Clint Eland, President & Executive Producer of Mercury Filmworks. "The issues of file management, rates of productivity and the limitations imposed by the fact that Flash is not designed as a team production tool are a significant barrier to producers. The new animation module for USAnimation OPUS solves these problems by leveraging off of the mature and proven architecture of USAnimation, and adding animation functionality. This results in a seamless workflow within one overall software that is already built to handle large scale production".



The solution combines the best of certain concepts that Flash brings to the table such as re-use of assets and digital input with the best of a traditional animation workflow. Using the power of USAnimation Opus for the file management, compositing and F/X, Toon Boom created a module that is used in the place of Flash MX for the animate and build process.

The 'Mischief City' series for Shaftesbury Films is currently in production in Ottawa and will preview on YTV in spring of 2004. The Toon Boom solution is currently being rolled out worldwide and information is available by contacting Toon Boom directly.

USER TIPS

User tips are regularly added to the USAnimation User Group in the [Support section](#) of the USAnimation website and in the [User Forum](#) on the Toon Boom Studio website. 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!

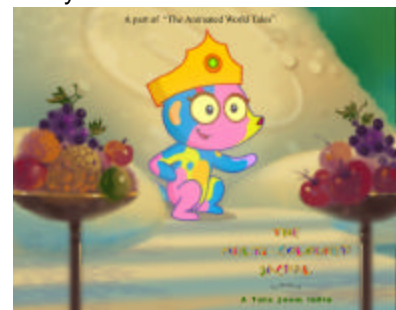
CUSTOMER NEWS

Peter H. Reynolds, an early adoptee and avid evangelist of Toon Boom's paperless animation systems at Boston-based [FableVision](#), has recently been in the cross-media spotlight with his new book called THE DOT (Candlewick Press.) [THE DOT](#) is part of a trilogy that encourages children (and grown up children) to be brave enough to express themselves creatively. Already in 10 languages and in its third edition, the film adaptation is being animated in a co-development deal with Scholastic/ Weston Woods. The film version of THE DOT, directed and art directed by FableVision's Gary Goldberger and John Lechner, is scheduled for release late spring 2004.



Based in Damascus, Syria, [Tiger Production](#) is one of the longest running animation studios in the Middle East. With the addition of USAnimation Opus, Tiger Production will increase the efficiency of its already well laid out production pipeline. Producing work in both Flash and traditional animation styles, Tiger Production supplies both the Middle East and Asia with content. Tiger Production also provides technical support for the Spacetoon Cartoon kid's channel. Some of the projects they are working on include: *Information City*, an educational and instructional kid's program; *Be ware of*, an anti-smoking awareness program; *Be in good health*, an educational awareness program on how to interact with society and environmental issues. They also produce interactive games, which are currently shown on some cartoon channels.

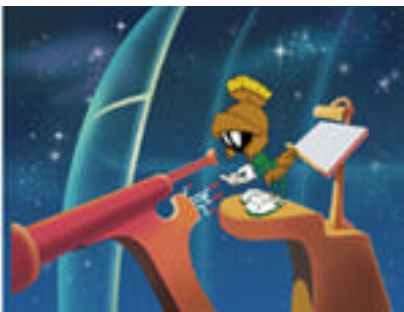
The *Multi colored Jackal* is part of *The Animated World Tales* series produced by S4C TV channel from Cardiff, Wales, United Kingdom. The series brings together 13 countries from around the globe with stories from the local population. The S4C channel provides assistance in script editing, voice directing and recording. Everything else has to be produced by the selected studios. The duration of each film is 13 min. [Jadoo Works](#) has been selected to produce the episode reflecting Indian culture. The *Multi colored Jackal* is an Indian folk tale about a young jackal called 'Giddy' who is a bit of a dreamer. Much against his mother's warning, he carelessly wanders away from home into a dyer's compound. A series of funny events brings him out in a colorful new coat. As he tries to find his way back home, he launches into a most unexpected adventure. This story is for kids between 5 and 7 year-old and is for a world audience. The design is inspired and the colors are derived from print making techniques in Indian textiles. It offers a vivid palette of colors and has a storybook appeal. The *Multi colored Jackal*'s initial screening will take place in Rio de Janeiro, Brazil at [the 4th World Summit on Media for Children and Adolescents](#) in April 2004.





Jade Animation is a wholly owned subsidiary of TVB Group in Hong Kong. In operation since 1985, Jade Animation currently employs over 300 artists and works closely with TVB's other subsidiaries related to TV / video licensing and distribution, merchandising and promotional activities. Jade provides full animation services for film, television series and commercial production, from storyboarding, all the way to rendering. In addition to sub-contracting work, Jade has been investing and co-producing quality animated series with major companies throughout the world, notably the widely acclaimed series titled *The Legend of Condor Hero*. Written by the famous Chinese kung-fu novel author Mr. Louis Cha (Jin Rou), Jade Animation acquired the rights to produce 80 half-hour animated episodes based on the original novel. Working with Nippon Animation for the first 26 episodes, Jade Animation is the sole producer for the remaining episodes. All production is done on USAnimation. Already broadcast in Japan, Taiwan and Hong Kong, the first series of *The Legend of Condor Hero* has experienced great ratings. It is now scheduled to air in the following countries: Bangladesh, Bhutan, Brunei, Cambodia, East Timor, India, Indonesia, Laos, Macau, Malaysia, Maldives, Republic of Mongolian, Nepal, Pakistan, Papua New Guinea, Philippines, Singapore, South Korea, Sri Lanka, Thailand and Vietnam. Jade is also planning to broadcast the series on TV in China, the USA and Europe territories.

India's Escotoonz, the animation division of Escosoft Technologies, started its operations in July 2001 with a team of about 30 artists. The studio started to produce television commercials and short films for clients like Ogilvy and Mather, Star TV, HTA, Candyland (Pakistan), Group Karamchand and the Ministry of SSI. In December 2001, Escotoonz got its first big break in the international animation arena with the production of a 13-episode half-hour series called *King*, for Funbag Animation Studios and Decode Entertainment Inc. With this big contract, the studio increased its manpower to 200. After this successful experience, Escotoonz established itself as a preferred outsourced studio by other foreign producers. Moreover, the studio has also become a branded name in training, especially in the northern part of India. Having trained 120 students already, 50% of them have been absorbed by the studio and are currently involved with production. Escotoonz is also one of the few studios to have ISO Quality certification. The certification was done by KPMG in November 2002. Currently, Escotoonz is working on: *CyberDodo* series (36 x 5') for CYBER Dodo Productions; *King II*: (26 x 22') for Funbag and Decode Entertainment; *Faireez* (26 x 11') for GMTV London and Funbag Animation Studios. With these, Escotoonz aims to be a full-service animation studio, to be known for its integrated management system that orchestrates everything, equipped to seamlessly handle the production process from start to finish. Escotoonz uses USAnimation for its projects. "The new OPUS version has many advanced features, which has allowed simplification in production and helped individuals to focus more on creative aspects," shared Aspy Mehta, Escotoonz' CEO.



[Hook Up Animation](#) is a traditional animation production company based in Buenos Aires, Argentina. With a skilled crew of 50 artists and a digital department of 10, Hook Up Animation is already the biggest studio in the country, after two years of operations. The studio provides high quality services to Cartoon Network, TNT, and Walt Disney TV Animation among others. Hook Up Animation's services include the complete package from pre-production, animation production, digital production on USAnimation Opus, to final output, adding CGI elements to enhance the product when necessary. Some of the projects Hook Up is working on using USAnimation Opus are promos, IDs and commercials that include original Cartoon Network and Looney Tunes characters.

As an independent filmmaker, [Evan Jacobs](#) comes from the school of guerilla filmmaking and has a dream project he wants to bring to animated life. Evan purchased Toon Boom Studio to practice his drawing techniques and made short films as tests before jumping into action.

"This is such an amazing program because anybody can use it. As long as you are determined, there is almost nothing that Toon Boom Studio won't allow you to accomplish," shared Evan. Titled *1985-1986*, his project tells the story of a 12 year-old boy learning that the best person he can possibly be is himself. After finishing his script, Evan plans to record the voices and turn them into AIF files to bring them into Toon Boom Studio. "The lip synch feature is amazing. One has to understand, I know nothing about animation and I have already learned so much. I am going to be doing all the drawings and all the editing of the movie myself. Without TBS, none of this would be possible. With this program, all you are limited by is your imagination," concludes Evan Jacobs.



[Vithita Animation](#) produced the award-winning 60-second commercial "*Out of the Box*", for the Thai telecommunication industry's mobile service, One-2-call. The commercial was awarded by the Bangkok Art Directors, one of the Art Institutes in Thailand established in 1985 to support and promote the Thai advertising and creativity industry. Vithita's animated commercial is the first of its kind to be produced for the Thai telcom industry and got a great response from the public, building awareness for the One-2-call image.

AWARDS

Toon Boom Technologies congratulates the great minds behind the production of the Animated Feature Films eligible for the Oscar. Eleven titles are now racing for the great prize, of which five were done with USAnimation.

Following are the titles produced with USAnimation:

- The Jungle Book 2 from Disney
- Piglet's Big Movie from Disney
- Looney Tunes: Back in Action from Warner Bros.
- Rugrats Go Wild! from Paramount
- The Triplets of Belleville from Sony Pictures Classics.

The field will be narrowed down to three films when the Academy announces the official nominees on Jan. 27 at 5:30 a.m. The Oscars ceremony will be held on Feb. 29.



SCHOOLS ON BOARD

On May 3, 2004, more than 200 students in grades 4-8 will compete in the Elementary Challenges of the [2004 Ontario Technological Skills Competition](#). This is a one-day event in which students from across the province have the opportunity to showcase their talents. The purpose of this challenge is to evaluate each team's ability to complete a task together with a combination of their creative skill and knowledge expressed in digital mediums. Working in teams of four, students will create an animation using Toon Boom Studio with a theme that will be provided on the day of competition. The animation will require a character of some sort, not necessarily human. Contestants should keep in mind that there is no specific length for their animation, but it should be long enough to tell the story. If you reside in Ontario, Canada, and want to participate, contact Daniel Goulet at danielg@torcomp.com

Toon Boom Studio can fill many needs, from the mind to the heart. Jan Walker, Teacher at White Pine County School District, Nevada, let us know she had a student who was particularly difficult to motivate and wanted only to draw all the time. She thought he might find it interesting to work with Toon Boom Studio to develop a skill that might some day land him a job, since nothing in traditional school appealed to him. Her principal agreed to purchase the product. The tech teacher and art teacher worked with the student and he did produce a fairly good one-minute cartoon before he left their school. Jan considers that a success, and

everybody at Toon Boom Technologies does too. "I realize your product is used by professional people all over the world, and my student was most excited to see the printed newsletters you sent to me with stories about the works he had seen. It helped me to find a way to bring a student into the mainstream and realize that teachers want what is going to build a good future for their students, not just memorized dates and facts," shared Jan. Our heads up to you, your school and most importantly to your student who will surely become an active member of the animation community!

[Campus Animation](#) at the East Orange Campus High School in New Jersey has been using Toon Boom Studio since it was first released. Vincent Potuto, the full time animation instructor, originally viewed Toon Boom Studio at the Apple Convention in New York and immediately bought it! The animation program, which is 70% traditional animation and 30% 3D animation, has always emphasized drawing skills, and Toon Boom Studio plays an important part in developing drawing skills. Plus, the students can make their animations even better with the Toon Boom Studio multi-plane camera. The Campus Animation program follows the Toon Boom Studio Curriculum, which serves as the foundation of the program. . In the past four years, Campus Animation has received many national and international awards. Students who have graduated the animation program are now majoring in animation at Pratt Institute, The School of Visual Arts, Bloomfield College and Gibbs College.

[VanArts](#) has been using USAnimation as part of its curriculum for two years now. One exciting and recent development is the incorporation of USAnimation in their second year Computer Animation program. They currently have a new assignment where they combine 2D and 3D animation. Students prepare all of the 2D in USAnimation. The scanning and coloring is completed and the image sequence is exported with alpha channels using the TGA4 file format. This simple and convenient process prepares the artwork for compositing with the software in their CG labs.

Here's what students had to say about USAnimation:

"I feel that USAnimation is a very powerful program, and a valuable tool to help animators create professional looking animation." – Jason W., 2D animation

"I am impressed with the advantages USAnimation has offered me during my animation production training. I think USAnimation is a powerful, professional tool that will help me as a student to complete the labour-intensive tasks of 2D animation, allowing me to focus my efforts on bringing my creative ideas to life." – Mike C., 2D animation

"This is my first introduction to USAnimation. With the growing experience, as well as our weekly lectures, this program has made my ideas come to life. It gave more depth to my animation and made camera moves that gave a totally new meaning and look to my scenes, giving them a stronger look." – Agata M., 2D animation

"In USAnimation I really appreciated the 3D stage in Sceneplanning, allowing me to see all of the different objects moving in 3D space." – Rick C., 2D animation

"While attending VanArts for animation training I was fortunate to have an opportunity to use USAnimation with a few of my projects. I found it easy to achieve what I wanted. Thank you for allowing me to take my animation to a more professional level." - Jeffrey D., 2D and 3D animation

"Having access to USAnimation at school proved to be so valuable. Being able to color my animation helped to give my demo reel that extra touch of professionalism. The program also helped to solidify the importance of the other lessons that were taught at school like using exposure sheets properly and nice line quality. I feel that I learned so much about this last step in animation through the use of this software."
– Anthony P., 2D and 3D animation

******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.