



Toon Boom Studio V2

Get Behind the Camera ... ACTION!

Montreal (May 22, 2002) - Have you ever designed, schemed something you were so proud of you didn't know how to share your enthusiasm for it? That's how we feel about the V2 release of Toon Boom Studio. V2 is the upgrade to our hugely popular 2D animation solution for the Web and beyond, but it feels like a brand new product.

So we're a little perplexed about how we should sell V2 to you. We could build on the reputation, reviews and awards that version 1 garnered all around. Indeed, focusing on our credibility would be an obvious marketing angle.

On the other hand, TBS V2 is so improved that we want to enthuse over its newness, fresh concepts and innovative functionalities. In fact, we feel like talking about V2 as if it was the very first time, and get you to discover it again in the same feverish state we developed this version.

So, let's talk about our camera, the tool that gets your eyes to guide you in creating animation, not your programming skills. In TBS V2 even more than in version 1, you use a very cinematic approach to setting the scene and choreographing your production. Like a true director, you view your creation constantly through the camera lens. TBS V2 really is a complete virtual animation studio inside your computer.

Of course we have other amazing tools, like an exposure sheet, a timeline, a rotating light table, peg, drawing and painting tools. But, it is the camera and the virtual 3D environment in which it works that lets you be a real animator.

With V2 you can still lip-synch and loop your animations in a very instinctive way, but this time you can go much further. By establishing what mouth shapes apply to specific sounds, the software can place them automatically in the right frames, all that without any other software.

TBS V2 is all the more compatible with Macromedia Flash MX with its seamless swf importer and the Toon Boom Studio Importer for Macromedia Flash MX.

"Toon Boom Studio is a great complement to Macromedia Flash MX,

due to the seamless integration between both products," said Eric Wittman, director, product management, Macromedia. "Toon Boom Studio is a natural drawing and painting extension to the powerful features in Macromedia Flash MX."

Naturally, we have tons more to tell you about TBS V2, success stories, positive hands-on experiences, tutorials, tips and tricks to share with you, as well as a gallery of awards and reviews to boast about, but we don't want to bore you, just excite you. So, if you want to get the full picture come to our media center at:

www.toonboomstudio.com/media.

TBS V2, the ultimate solution in 2D animation for the Web and beyond.

About Toon Boom Technologies Inc.

Based in Montreal, Canada, Toon Boom Technologies Inc. is the world-leading supplier of 2D animation software for businesses and individuals, providing a complete suite of high-performance, web-enabled animation tools and services to creators and producers of 2D animation worldwide including **Toon Boom Studio**, **USAnimation** and **USAnimation Web Edition**. Founded in 1994, Toon Boom Technologies offers a 100% vector-based, resolution independent and multi-layer software system with multi-format output to HDTV, Film, DVD, Imax, Macromedia Flash and Apple QuickTime.

Visit Toon Boom on the Web at www.toonboom.com

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