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For Immediate Release

Toon Boom partners with Plazmic to bring 2D animation to the wireless world

Montreal (October 22, 2002) - Toon Boom Technologies Inc. is thrilled to announce its alliance with Plazmic K.K. to bring 2D animation to the wireless world. Thanks to Plazmic technology, content providers looking to extend their reach will be able to use Toon Boom Studio™ to create animated content for wireless devices. Plazmic's cornerstone product, Plazmic Media Engine™, renders interactive and animated 2D graphics for wireless handsets. Toon Boom has adapted its Toon Boom Studio™ software package to support Plazmic Media Engine and bring 2D animation to handheld devices using Scalable Vector Graphics (SVG), an XML-based web standard.

"Our alliance with Toon Boom Technologies will enable our clients and partners to develop and deploy rich graphical content in a more interesting way on mobile devices. We are pleased to work with a leading company such as Toon Boom to broadly extend Plazmic solutions to content providers," said Nobuhisa Yoda, Managing Director at Plazmic K.K..

Implemented as a downloadable Java application with a size less than 10KB, Plazmic Media Engine can play content media files over a network. The content is written in SVG, a platform-independent standard web language for 2D graphics based on XML. Plazmic Media Engine is portable across different Java technology-compatible platforms and is a proven solution that is commercially available for use under the iMode™ service operated by NTT DoCoMo Inc. in Japan. Content that is created with Toon Boom Studio can be exported to a SVG format so that they can be used on Plazmic Mobile Media Platform.

"One of the greatest advantages of our technology is that it is fully vector-based, creating high-quality animation and lighter files. Toon Boom Technologies is proud to contribute to the development of compelling 2D animated content to make the use of wireless devices a more exciting experience", said Jacques Bilodeau, President and Chief Executive Officer, Toon Boom Technologies, Inc.

About Toon Boom Technologies Inc.

Based in Montreal, Canada, Toon Boom Technologies Inc. is a world-leading supplier of 2D animation software for businesses and individuals. With a presence in more than 30 countries, Toon Boom Technologies provides a complete suite of high-performance, web-enabled animation tools and services to creators and producers of 2D animation, including USAnimation[®], USAnimation[®] Web Edition and Toon Boom Studio[™]. 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 and Macromedia[®] Flash[™]. Toon Boom Technologies' products supply the 2D animation market with digital production tools for market-leader studios such as Klasky Csupo, Warner Bros., DreamWorks, Paramount, MGM, Fablevision Studios and Wild Brain. For additional information, visit Toon Boom on the Web at www.toonboom.com

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About Plazmic

Plazmic is a leading provider of wireless content deployment solutions for mobile devices worldwide. The Plazmic Mobile Media platform enables content developers and carriers to quickly and easily deploy rich, Java-based content to wireless devices. Plazmic's portfolio of products include: authoring tools; Plazmic Workshop Start[™], a development environment for creating rich graphical content; Plazmic Media Engine[™], an application for mobile devices that is used to run rich content; and Plazmic Mobile Services Suite[™], a server software solution that enables the deployment of dynamic content to mobile devices. Plazmic also partners with innovative companies to deliver complimentary content authoring tools. Based in Asia Pacific and North America, Plazmic K.K. and Plazmic Inc. are subsidiaries of Research In Motion Limited (RIM) (Nasdaq: RIMM; TSX: RIM). For more information, visit www.plazmic.com.

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