



Toon Boom Studio V2 Explodes Into The British Educational Sector

"Cartoon animation offers a medium of storytelling and visual entertainment which can bring pleasure and information to people of all ages everywhere in the world." Walt Disney

Montreal (November 18, 2002) - Cartoon animation proves that it is more than a match for it's extra dimension brother as many schools and colleges throughout the UK rush to install Toon Boom Technologies' Toon Boom Studio the complete 2d animation production system for broadcast and the web. These include:

- London Metropolitan University
- University of the West of England
- University of Lincoln
- University of Luton
- University of Central Lancashire
- University of Westminster
- Buckinghamshire Chilterns College

For years there has been a need to teach industry-standard animation principles and give students an understanding of timing and movement. This has traditionally been executed with a handful of paper, a light box and a basic rostrum camera. High-end computer systems have proved costly and can bog down even the most adventurous student with steep learning curves that detract from the skills trying to be developed.

"The Hull School of Art & Design department of Animation has been using bitmap-based 2D software which has proven to have its limitations in terms of resolution quality. After reading the positive reviews about TBS V2, we have decided to convert to this excellent and cost-effective package, which will more than fulfil the requirements of both web and film design

elements of the course.” *Paul Sinclair, University of Lincoln.*

All this has changed with the advent of Toon Boom Studio as institutions have been quick to realise that students can get fantastic results very quickly using this intuitive and highly developed software. A completely paperless system means that other overheads are slashed and untidy rooms littered with paper are a thing of the past.

"Toon Boom Studio is a great package for developing animation whether for broadcast or the web. It is intuitive enough to allow for beginners and versatile enough for more advanced projects too. Most importantly though it makes the process of animating more fun for students." *David Cook, Animation Lecturer and all-round graphical guru, University of Luton.*

Toon Boom Studio allows users to create all of their animation, add any other media element including video, backgrounds and sound to be assembled in a 'real-time' 3D multiplane environment yet still focus on the traditional methods that were developed by Walt Disney and are still in use today!

“We selected Toon Boom Studio as it offers many of the features that we were looking for, such as the multi-plane flash output, the use of traditional methods and most importantly the easy to use interface.” *Chris Dyson, Principal Lecturer - Multimedia, London Metropolitan University.*

Toon Boom Studio has inherited from Toon Boom Technologies's great expertise in animation production and benefits from USAnimation's 100% vector technology. With it's easy to use interface Toon Boom Studio opens up the world of cartoons to a creative audience previously excluded from this arena.

“...It is definitely a value-for-money program that gets a big thumbs-up from the Bristol Animation Course. In fact we are so pleased with the program we are going to use it as our main 2D package on our next three-month Bristol Animation Course” *Andy Ryan, Short Course Lecturer, UWE, Bristol.*

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 Pixelution

Pixelution, established in 1990, Pixelution has grown to become one of the leading system integration companies serving the computer animation and postproduction industries in the UK. The company has built an excellent reputation for supplying and supporting leading edge products with first class technical knowledge and backup. Their product portfolio includes USAnimation, Jaleo Post Production System and Custom built high-end workstations, servers and render farms. For additional information, visit Pixelution on the Web at www.pixelution.co.uk

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