



For More Information, contact:
Toon Boom Technologies Inc.
Karina Bessoudo
514 278 8666
karina@toonboom.com

For Immediate Release

Mercury Filmworks and Toon Boom Team Up to Produce Flash Faster!

Studio sees cost-savings and quality enhancement

(Montreal, January 2, 2004) – Toon Boom Technologies announced today that they have teamed up with Mercury Filmworks, 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. "Customers who have seen this solution definitely appreciate the benefit of having a unified production pipeline", says Shane Bradley, Director of Sales for Toon Boom. "Whether it's in Canada, the US or Australia, each studio faces the same bottlenecks when using Flash as a production tool to create animation. Studios using our solution see immediate cost-savings and a marked improvement in quality of the end product."

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.

About Toon Boom Technologies Inc.

Based in Montreal, Canada, Toon Boom Technologies Inc. is the world-leading supplier of animation solutions. Toon Boom Technologies is the parent company of USAnimation®, Toon Boom Studio™ and Toon Boom Studio™ Express and provides consulting services related to production workflow and productivity. Toon Boom's client base ranges from major studios creating Hollywood blockbuster animated films to individual animators creating their first masterpieces. Market-leading studios using Toon Boom's products include Nelvana, Klasky Csupo, Warner Bros., DreamWorks, Paramount Pictures, Universal, Wild Brain, Mercury Filmworks, Sunwoo, and Cuckoo's Nest, to name a few. Toon Boom Technologies is committed to delivering intuitive and powerful solutions that advance the art of animation for the web, video, TV, wireless and film.

For additional information, visit Toon Boom on the Web at www.toonboom.com

Toon Boom Studio™, Toon Boom Studio™ Express and USAnimation® are trademarks of Toon Boom Technologies Inc. Other company and product names may be trademarks of their respective owners.

About Mercury Filmworks

Delivering over 250 half hours of television and feature animation to producers and broadcasters in its first five years, Mercury, which started as a small three-person operation, is emerging as one of Canada's premier animation, service studios with feature film quality production facilities in Vancouver British Columbia and Ottawa, Ontario. Servicing clients world-wide via a gigabit carrier-class fibre optic link, Mercury is the second largest OPUS facility in North America behind Disney and offers full script to post animation services including design, pre-production, digital animation, digital paint & compositing, 3D, puppet animation, and post-production.

Mercury Filmworks' extensive client list includes some of the finest companies in the world, identified in the industry for their commitment to quality television and feature entertainment. The studio is proud to be associated with: Cartoon Network Studios; CBC; Corus Entertainment/Nelvana; CTV; DECODE Entertainment; Discovery Networks; Disney Television & Feature Animation; Dreamworks; Kids' WB!; MTV Networks, SONY, Studio B Productions; Teletoon; Warner Bros. Feature Animation; Will Vinton Studios; Universal Studios; and YTV.