



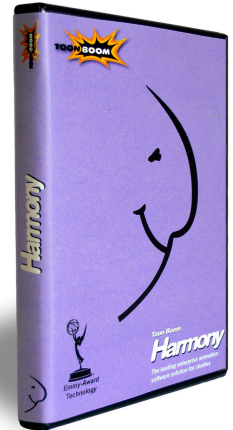
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For Immediate Release

## The Hong Kong Institute of Vocational Education Chooses Toon Boom Harmony to Teach Digital Animation

Montreal (August 30, 2005) – Toon Boom Animation announced today that the Hong Kong Institute of Vocational Education (Kwun Tong) has adopted Toon Boom Harmony to teach digital animation. Established in 1975, this leading institute puts an emphasis on digital media and offers a higher diploma course in Digital Animation & Cartoon Character Design. Students can take advantage of the world-class facilities provided by the Department, including Toon Boom Harmony, the digital film and TV recording studios, motion control tracking system, MIDI sequencing sound control room, sound effect laboratory, and graphic design studio.

“To provide the best tools and knowledge to our students, we chose Harmony by Toon Boom as our main teaching software in 2D animation. For successful vocational education, the teaching software and workflow should be well recognized by the industry. Toon Boom’s paperless workflow will be the next step for the 2D animation industry. Toon Boom is very successful in Asia and they are providing very good support to their clients. With Toon Boom’s commitment to education, we have the confidence to be the leading animation-training provider in Asia. We will work closely with Toon Boom and the industry in the fostering the new talents for the 2D animation industry” shared Ben Mau, Acting Head of Department, Department of Printing and Digital Media, Hong Kong Institute of Vocational Education (Kwun Tong).



### About Toon Boom Animation Inc.

Winner of the 2005 Primetime Emmy® Engineering Award, Toon Boom Animation Inc. is the worldwide leader of animation software solutions with high-tech tools such as morphing, inverse kinematics and glue. Toon Boom carries several leading animation products, including Harmony, Opus and Studio. Harmony is a revolutionary solution designed to meet digital animation production needs, whether it is cut-out or paperless. Its superior toolset, with morphing, inverse kinematics and glue, makes it the solution for any studio wanting to create the highest-quality animation cost-effectively. Toon Boom Opus is the industry standard for traditional animation production. From scanning, inking and painting, to compositing and rendering, its powerful features translate into significant savings throughout the production process. As for Toon Boom Studio, this application is the ideal tool for individuals. Toon Boom also offers consulting and training services dedicated to increasing animation production efficiency and quality. With these great offerings, Toon Boom Animation is well poised to continue delivering quality, efficiency and reliability to the animation community - for all animation styles and formats.

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., Paramount Pictures, Universal, Mercury Filmworks, Wild Brain, King Camera, Cromosoma and Lanterna Magica, to name a few. Some of the prestigious productions done with Toon Boom's technology include *Les Triplettes de Belleville*, *Looney Tunes: Back in Action*, *The Rugrats*, and *SpongeBob The Movie*.

In 2004, the Federation of Indian Chambers of Commerce & Industry honored Ms. Vogelesang, President and Chief Executive Officer of Toon Boom Animation, with the Life Time Achievement Award for promoting the Indian Animation Sector on the global map. Since 1999, Toon Boom has advocated the potential of India as an animation destination and has established a great working relationship with many successful studios.

For additional information, visit Toon Boom at [www.toonboom.com](http://www.toonboom.com).

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