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For immediate release

Toon Boom Releases the New Harmony Solution

Montreal (September 30, 2009) – Toon Boom Animation Inc. today announced the release of the new **Harmony Solution** which combines leading-edge technology with professional consultancy services. The Harmony Solution is the ideal animation solution to create traditional, paperless and cut-out animation, all integrated in a simplified network-base pipeline.

Highlights of this new release include:

- **Robust core animation engine** to handle multiple high definition projects, OpenGL anti-aliasing and more effects.
- **Full 3D rotation of camera and elements** with real-time playback to reach a new level of control and create amazing visual results.
- **Expanded content creation toolset** with enhanced Brush Tool, WYSIWYG preview, edition of several gradients or textures simultaneously.
- **Enhanced animation toolset** with symbols and a new animated read module.
- **Improved networking and collaborative workflow** with detachable Stage client for off-site work and integration for Toon Boom Manager for production tracking.
- **Simplified user interface** with redesigned icons, simplified contextual interface and optimized with smaller views and toolbars providing maximum space for content creation.



"The Harmony solution is a field-proven approach to efficiency and productivity, no matter what the animation style or technique is. Toon Boom is proud to deliver a solution that combines ease-of-use, flexibility and power. Our consultancy services bring added-value to our customers as they fully maximize the use of technology in their specific production environment" shared Joan Vogelesang, President and Chief Executive Officer at Toon Boom.

As a turn-key solution, the Harmony Solution includes consultancy services in the fields of implementation, custom training, production assistance and custom development. Consultancy services play a critical role to maximize the benefits of the Toon Boom pipeline from the beginning, and deliver projects of all sizes within budget and schedule.

This new Harmony solution will be showcased at **MIPCOM 2009**, Booth C1.05.

About Toon Boom Animation Inc.

Toon Boom Animation Inc. (toonboom.com) is the worldwide leader in animation software solutions. Toon Boom carries user-friendly animation applications for all and develops new geographies to make the animation community as global as can be. In that market segment, Toon Boom caters to the needs of children, home users, creative professionals as well as students, educators and schools.

As importantly, Toon Boom is fully dedicated to the needs of independent animators and studios, offering a wide product range from powerful pre-production tools to leading-edge animation production solutions. Relying on its extensive expertise in animation production, Toon Boom provides consulting services in the fields of optimization, pipeline integration, production assistance and custom development.

In 2005, Toon Boom was granted the **Primetime Emmy® Engineering Award** by the Academy of Television Arts & Sciences for its significant contribution made to the animation industry targeted for television. In 2006, the IT Federation of Quebec (FIQ) awarded an **OCTAS 2006** in the Multimedia – educational and cultural sector category, for Toon Boom Studio. In 2007, FIQ awarded an **OCTAS 2007** in the Technological Innovation category, for Toon Boom Storyboard Pro. In 2008, Flip Boom was granted a **Parents' Choice Gold Award** and a **New Canadian Media Award** in the Excellence in Children's category. In 2009, Flip Boom was selected as **Editor's Choice** by the prestigious **Children's Technology Review** for excellence in design.

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, Warner Bros., Mercury Filmworks, China Central Television, Toonz Animation India, eMation, Rough Draft Korea, Alphanim, Cosgrove Hall, Cromosoma and Enarmonia, 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*, *SpongeBob The Movie*, *Hanuman*, *Curious George*, *Go West: A New Lucky Luke Adventure*, *Simpsons The Movie* and *The Princess and the Frog*.