



For Immediate Release

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## MERCURY FILMWORKS COMBINES 3D AND 2D ANIMATION ON *D'MYNA LEAGUES* USING USANIMATION®

Montreal (October 2, 2000) – Toon Boom Technologies Inc. is proud to announce that its prestigious client Mercury Filmworks, one of North America's largest and busiest animation post-production houses, is currently in production on *D'Myna Leagues*, a new children's animated series by Vancouver's Studio B Productions. Using USAnimation®, Mercury Filmworks is combining 2D and 3D in this lively series set to air in Canada on Teletoon in January 2001.

"There is an enormous amount of 3D in *D'Myna Leagues*, half of which you can't even distinguish from 2D" explains Clint Eland, CEO and Executive Producer of Mercury Filmworks. "This is a unique series in that the use of 3D is subtle and meant to enhance, not overwhelm. Using USAnimation Camera 5, we were able to integrate the 3D sets and props easily and in a manner that expedited high volume production. With any other package I think it would have been far more difficult to achieve what we wanted on a limited time line."

### **About Toon Boom Technologies Inc.**

Toon Boom Technologies Inc. ([www.toonboom.com](http://www.toonboom.com)) is the only company on the international market offering 100% vector-based, resolution-independent, Macromedia® Flash™ enabled, 2D cel animation software package. Toon Boom's flagship product, USAnimation®, is the most advanced 2D animation system at the service of the classical animation industry.

Toon Boom Technologies is pleased to offer its clients turnkey solutions that live long after the sale of its software. The Toon Boom team has extensive experience in the integration of the hardware and software components and can help in the hiring of key staff and managing the production during the implementation phase. Our customer support center is staffed by a team of digital animators and computer technicians, that help customers with technical and workflow questions.

Installed in more than 30 countries, USAnimation® is the industry standard in the 2D cartoon animation market. USAnimation® is the software of choice of major studios such as DreamWorks, Film Roman, Warner Bros., Klasky Csupo, Paramount Pictures, Mercury Filmworks, Sunwoo, Cuckoo's Nest, and many others.

### **About Mercury Filmworks**

Mercury Filmworks is one of North America's premier digital animation and post-production houses, providing complete digital solutions to national and international animation producers. From feature quality digital paint, special effects, 3D animation, and compositing, to uncompressed digital on-line editing, mastering, and network packaging, Mercury Filmworks services clients world-wide from the heart of Vancouver via high-speed wireless to fibre-optic connectivity.

MFW's impressive client list includes Disney Feature Animation, Nelvana, Fox, DreamWorks Animation, Teletoon, the Sony ANIMAX Network, MTV Animation, Disney Channel, YTV, Studio B Productions, Discovery Network, Columbia Tri-Star, SONY, Harvey Entertainment Co., Wild Brain, Pearson Entertainment, FunBag Animation, Curious Pictures, Sony Wonders and DECODE Entertainment.

Mercury Filmworks, along with Klasky Csupo, is a premiere beta-site for USAnimation.

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