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Leading Animation Company Ships Toon Boom Studio v1.0; 2D Web Animation Software

More than 12,000 Animators Download Beta

MACWORLD NEW YORK (July 18, 2001) – Toon Boom Technologies, a leading supplier of 2D animation software, today announced the commercial release of Toon Boom Studio v1.0™ for Mac® and PC. Building on the company's extensive experience with 2D animation for film and television with companies like Warner Bros. and Klasky Csupo, the new software powers Web animation for artists, advertisers and Web developers. Toon Boom Technologies designed this suite of high-performance tools with an interface familiar to traditional animators, and features ideal for digital animators.

Intuitive and powerful, Toon Boom Studio increases productivity for digital animators with improved drawing accuracy, an automatic lip sync feature, 3D scene planning, and compact Flash-compatible file rendering for greater scene complexity. The software package also incorporates the feel of traditional animation with a rotating light table, "X" sheet visual representation of the work, and an onion-skinning or "flip-book" feature.

"As a beta tester, we had the opportunity to test the drawing and production features of Toon Boom Studio, and we were pleased with the variety and depth of the tools provided by the software," said Scott Dacko, vice president of production, Traction Interactive. "I was especially impressed with the interface, and the powerful drawing and scene-planning tools."

After extensive testing with professional animators and sophisticated consumers during the beta-test period, the commercial version of the software was tweaked by incorporating many of the testers' suggestions, such as output to Apple's® QuickTime™, a second camera-view in the scene-planning mode, and Adobe® Illustrator® input. Even before the commercial version was available, more than 12,000 people downloaded Toon Boom Studio, and 70,000 unique visitors went to <www.toonboomstudio.com> to learn about the product. Toon Boom Studio is a native Mac OS X program and also is available for Windows® (98, ME, 2000). It is available *via* download for \$349 USD and *via* mail, which includes a disc and printed documentation, for \$374 USD. Also, it is available at a special discounted price for students at \$99 USD.

About Toon Boom Technologies Inc.

Founded in 1994 in Montreal, Toon Boom Technologies Inc. is a world-leading supplier of 2D animation software. Toon Boom Technologies provides a complete suite of high-performance, Web-enabled desktop tools and services to creators and producers of 2D animation, including USAnimation®, USAnimation® Web Edition and Toon Boom Studio™. 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 the digital production tools for market-leader studios such as Klasky Csupo, Warner Bros., DreamWorks, Paramount, MGM and Wild Brain. For additional information, visit Toon Boom on the Web at <www.toonboomstudio.com>.

See Toon Boom Technologies at Macworld, NY in booth #1954.

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