



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

For Immediate Release

## Venture the road from Maya to Flash with USAnimation<sup>®</sup> as your Guide

With the new, high-performance ToonShader, you can now import your Maya<sup>®</sup> animations into USAnimation<sup>®</sup> benefit from all of USAnimation<sup>®</sup>'s power features and output to the Web.

Montreal (March 23, 2001) – Toon Boom Technologies is proud to announce the release of **ToonShader**, the most recent addition to the USAnimation<sup>®</sup> system. ToonShader extends the capabilities of Maya<sup>®</sup> so that users can render their 3D models into the Macromedia<sup>®</sup> Flash<sup>™</sup> format with USAnimation<sup>®</sup>. It also gives 3D animators the opportunity to benefit from USAnimation<sup>®</sup>'s other power features to create 2D animations with a 3D flare.

"We are excited with the release of ToonShader because not only does this new module provide an excellent solution for 3D animators to output their animation for the Web but also, adding this great module to our portfolio of products testifies to Toon Boom's commitment to offer the most efficient and comprehensive software solution to the entire animation industry", commented enthusiastically Mr. Jacques Bilodeau, President and CEO at Toon Boom Technologies.

For additional information, please send your request at: [info@toonboom.com](mailto:info@toonboom.com)

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

Based in Montreal, Canada, Toon Boom Technologies Inc. is a world-leading supplier of 2D animation software for businesses and individuals. With a presence in more than 30 countries, Toon Boom Technologies provides a complete suite of high-performance, web-enabled animation tools and services to creators and producers of 2D animation, including USAnimation<sup>®</sup>, USAnimation<sup>®</sup> Web Edition and Toon Boom Studio<sup>™</sup>. Founded in 1994, 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<sup>®</sup> Flash<sup>™</sup>. Toon Boom Technologies' products supply the 2D animation market with digital production tools for market-leader studios such as Klasky Csupo, Warner Bros., DreamWorks, Paramount, MGM, FableVision Studios and Wild Brain. For additional information, visit Toon Boom on the Web at [www.toonboom.com](http://www.toonboom.com)

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