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For Immediate Release

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Toon Boom Lecturing on Web Animation along with Stan Lee Media and Wild Brain, at the Art Institute of LA

Toon Boom Technologies Will Be Giving A Lecture On Web Animation Along With
Stan Lee Media And Wild Brain, At The Art Institute Of Los Angeles,
On June 1st, 2000, At 7:00 pm

Los Angeles (May 26, 2000) – As part of Animation 2000, **Toon Boom Technologies** will give a lecture on Web Animation at the Art Institute of Los Angeles on Thursday, June 1st, from 7-9 p.m. The panel will include Francisco Del Cueto, senior product manager from **Toon Boom Technologies, Inc.**, Aaron Sowd, Art Director from Stan Lee Media, whose credits include Batman, Harley Quinn, The Flash, Star Trek, X-Men, and The Uncanny X-Men, and George Evelyn, Director from Wild Brain, Emmy award-winning creator of new toon characters such as Reality Chick and El Kabong.

Mr. Del Cueto will present the process of creating animation for the Web by showing several key features of **Toon Boom's** flagship software, the **USAnimation® V5** system. **USAnimation® V5** permits animators to create animation for direct export to the Internet that people can watch using the Macromedia® Flash™ Player. Mr. Sowd and Mr. Evelyn, both well-respected artists and creators, will each describe the creative process behind their most popular Web characters.

Animation 2000 is an innovative lecture series launched in January, 2000, at The Art Institute of Los Angeles in Santa Monica, CA, and sponsored by Animation Magazine. Each month, the college offers a free lecture program open to its students and the public featuring some of the nation's leaders in animation and related fields.

Since the first program, the school has hosted Joe Alves (Close Encounters of the Third Kind), Greg Rostami (Die Hard with a Vengeance), Erik Dehhoda (3D Looney Tunes), Terry Thoren (CEO, Klasky Csupo), Sarah Baisley (editor in chief, Animation Magazine), and Matt Ferro (The Matrix).

Lectures are free and seating is limited. The Art Institute is a fully accredited provider of Bachelor's and Associate's degree programs in computer animation, graphic design, multimedia & web designed, online media & marketing, video production and culinary arts. For more information, call the school at (310) 752-4700.

Toon Boom Technologies Inc. (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 USAnimation® V5** product is the most advanced 2D animation system at the service of the classical animation industry. The secret of its success relies on the power and flexibility it gives to animators and studios, allowing them to create animation for direct export to television, film and the Internet.

With a global installed base of 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.

Stan Lee Media (<http://www.stanleemedia.com>) is an Internet-based, multimedia content production, marketing and licensing company founded by pop culture icon Stan Lee to extend his globally recognized brand name, signature style of content and character creation to all niche markets of the global popular culture. Using the Internet to launch new branded superhero, science fiction and fantasy related content while building the largest global on-line youth community; the company will pioneer the full integration of all-ancillary entertainment and marketing media with the World Wide Web.

Wild Brain, Inc. (<http://www.wildbrain.com>) is the premiere independent animation studio in the US. Located in San Francisco--ground zero for the convergence of art and technology, Wild Brain's client list includes the biggest names in entertainment and advertising today including Universal, Fox, Coca-Cola, DreamWorks, Nike, Warner Bros., Nickelodeon and the Cartoon Network. Working across all platforms, the studio is currently producing their own 26-episode television series, completing the 2D animation for Universal's The Adventure's of Rocky and Bullwinkle and creating numerous commercials including the latest campaign for Sony Music. The work of Wild Brain's artists has garnered numerous awards including the Oscar, Emmy and Clio.

wildbrain.com is the definitive source for entertainment on the Internet. What makes this Web "channel" unique is that it features animation only--in all of its forms. **wildbrain.com** launched in December 1999 with the original series "glue," and has since premiered three more shows, "Joe Paradise," "Romanov," and "Space Is Dum," with a total of 20 original series' scheduled to debut by year's end. The site is targeted to the casual cartoon viewer, the avid animation fan and everyone looking to be entertained on the Web.

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