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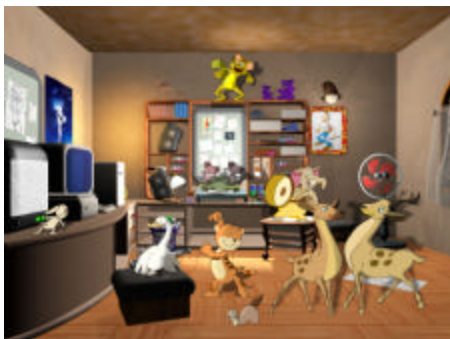
For Immediate Release

## A winning alliance between Toon Boom and Dataquest in India

Dataquest Management and Communication Ltd., in Hyderabad, India, chooses Toon Boom Technologies' flagship product, USAnimation<sup>®</sup>, for their first-class animation studio.

Montreal (September 12, 2000) – Toon Boom Technologies Inc. is proud to welcome Dataquest Management and Communication Ltd., of Hyderabad, India, into its worldwide family of animation studios. This world-class 2D and 3D digital animation studio chose Toon Boom's flagship product, USAnimation<sup>®</sup>, because of its well-established record of productivity and reliability, its readiness to support the Flash format, and Toon Boom's reputation for high quality technical support. "For the first time in my long innings on the top, I decided to close the deal then and there", commented Mr. Tapas Chakravarti, Chief Executing Officer of Dataquest.

The Hyderabad studio offers heavenly settings, the latest hardware and software, a team of amazing talents, and progressive and friendly management. Dataquest entered into a technical alliance with Toon Boom to achieve their goal of creating a 'Dream Team' on which animation producers can depend for quality, reliability, on-time delivery, and cost-effectiveness.



Dataquest put USAnimation<sup>®</sup> to the test to create their signature video. Produced in record time - less than 2 weeks! - Dataquest was able to present their video at SIGGRAPH 2000. Now an integral part of their presentations, Dataquest has had the opportunity to show this video to renowned animation studios around the world – from the United States and Canada to Korea - thanks to Toon Boom's global animation network.

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

Toon Boom Technologies Inc. (<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 USAnimation® V5 product 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. Finding an innovative solution starts with an in-depth analysis of production requirements. 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. Post-sales support is an integral part of all turnkey solutions. 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 Dataquest Management & Communications Ltd.**

Based in Hyderabad, India's fastest growing and most infotech savvy city, Dataquest ([www.dataquestinfoway.com](http://www.dataquestinfoway.com)) facilities spread over 9,500 square yards. With a rich resource bank of cutting edge talent and experience, Dataquest takes on the world of graphics and animation.

Dataquest's experienced team of animators, background artists, computer graphic designers, and special effects coordinators use their technical expertise to give life to characters and scenes, using 2D and 3D animation software. The facility includes an editing suite as well as an interactive multimedia technology center. Dataquest is well equipped for the most challenging assignments. Placing a great emphasis on human resource development and technological innovation, Dataquest continually increases its capacity to provide a wide range of services to meet global standards.

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