



For More Information, contact:

For Immediate Release

Toon Boom Technologies, Inc.  
Karina Bessoudo  
514 278 8666  
karina@toonboom.com

## Toon Boom, a Proud Sponsor at the World Animation Celebration

**Toon Boom Technologies** is a proud sponsor at The World Summit for Animated Feature Films and The Big Animation Internet Pow Wow

**Los Angeles (May 26, 2000)** – **Toon Boom Technologies** is proud to be a sponsor at the World Animation Celebration, from May 30<sup>th</sup> to June 4<sup>th</sup>, 2000, in Hollywood, California.

**Toon Boom** will sponsor a breakfast just before the first Panel of the World Summit for Animated Feature Films, where Klasky Csupo and Sunwoo, two of our clients, will participate. They will answer the age-old question: “Is it possible to produce an animated motion picture in the budget range of \$ 1-10 million dollars?”. **Toon Boom** is proud to say that their answer will be “Yes, thanks to USAnimation”.

**Toon Boom's** flagship product, the **USAnimation® V5** system, is the most popular animation suite in the 2D cartoon animation market. The secret of its success is thanks to the power and flexibility it gives to animators, allowing them to create programming for direct export to television, film and even the Internet! The V5 release includes several key features, such as the Macromedia® Flash™ format support, multi-format rendering as well as interactive, real-time, multi-layer 3D Scene Planning. Demos are available at **Toon Boom's** Cabana Room #144 from June 2<sup>nd</sup> to 4<sup>th</sup>, 2000.

At the Big Animation Internet Pow Wow, **Toon Boom** will be presenting of **USAnimation®** and its output to the Macromedia® Flash™ format. This new feature opens the door to webcasting high-quality animation over the Web, whether it is classical or any other type. The presentation will be on June 2<sup>nd</sup> at 10:30 am.

**Toon Boom** will take advantage of this great event to unveil its newly redesigned Web site that is not only educational, but can provide lots of fun and entertainment! Featuring an interactive platform, toonboom.com is gearing up to become the best fountain of knowledge in the animation industry, committed to bringing together the finest talents, studios and productions of the world.

**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 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.

# # #