



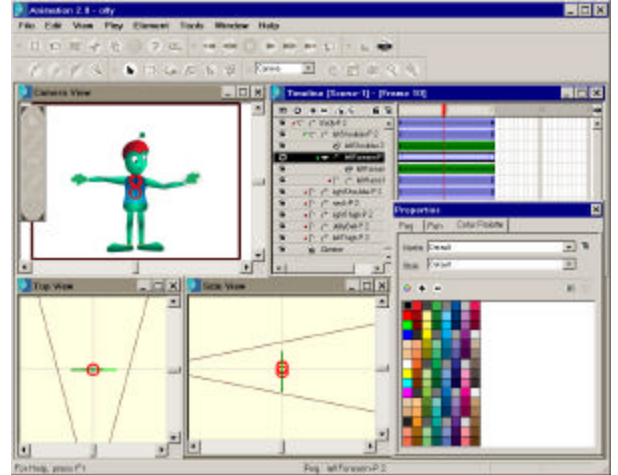
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For Immediate Release

Concerto Launched for Digital Animation Maestros!

(Montreal, April 19, 2004) – Toon Boom Animation announces the launch of **Concerto**, the ideal animation solution for paperless, digital, re-use or cutout animation production. Concerto offers studios increased productivity, raises animation quality and eliminates file management issues so common to the normal flash pipeline.

Concerto is a significant time-saving solution because it enables studios to work in one single, integrated pipeline, create less drawings due to high level of re-use, and rely on a robust file management system. All this translates into performance efficiencies in the management of assets and workflow, as well as providing greater creative control throughout the process. Concerto adds the following key features to the OPUS feature set: advanced keyframing, sound scrubbing and the ability to draw directly in 3D sceneplanning.



During its Beta cycle, Concerto was implemented in several prestigious studios around the world, including Mercury Filmworks. Mercury has had excellent results using Concerto for the production of *Mischief City*, a series of 13 :30 episodes.

Mischief City Technical Director Christian Laroque states that “the integration of the animation tools into the larger OPUS framework offers a consolidated production pipeline and seamless end-to-end management of our digital assets.” Using Concerto, “it’s easier to track, store, and control the animation elements throughout each stage of the workflow allowing more time to create higher quality animation.”



With the asset library, they have also been able to reuse a lot of the animation they are building, which is also greasing their production wheels. Once the Animation Director approves content, it goes into the library where animators can access it. “Adding to production efficiency as we get to later episodes,” explains Clint Eland, President & Executive Producer at Mercury, “we wind up doing less drawing and less animation.”

Toon Boom is also launching a new web site, on which you will be able to find more detailed information about Concerto and the Mercury Success Story (www.toonboom.com/company/success.php?id=citymischief).

About Toon Boom Animation Inc.

Building on a decade of great successes, Toon Boom has entered a new era. Designated as Toon Boom Animation Inc, the company carries several leading animation products, including USAAnimation OPUS and Toon Boom Studio. Toon Boom also offers consulting and training services dedicated to increasing animation production efficiency and quality. Concerto, a new solution designed to meet digital and paperless animation production needs, is implemented in prestigious animation studios worldwide. With these great offerings, Toon Boom Animation is well poised, as the world-leading supplier of animation solutions, to continue delivering quality, efficiency and reliability to the animation community – for all animation styles and formats. Toon Boom’s client base ranges from major studios creating Hollywood blockbuster animated films to individual animators creating their first masterpieces. Market-leading studios using Toon Boom’s products include Nelvana, Klasky Csupo, Warner Bros., DreamWorks, Paramount Pictures, Universal, Mercury Filmworks, Wild Brain, Sunwoo, and Cuckoo’s Nest, to name a few.

For additional information, visit Toon Boom on the Web at www.toonboom.com

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