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For Immediate Release

## University of Southern California Equips Animation Labs with Toon Boom Technology

Montreal (February 12, 2007) – Emmy award-winning Toon Boom Animation Inc. today announced that the USC School of Cinematic Arts (SCA), renowned for its excellence in cinema, television and new media, has markedly enhanced the student learning experience by adding Toon Boom Storyboard and Toon Boom Solo to its animation labs.

Toon Boom products provide students with the unique opportunity to work within one integrated animation production pipeline similar to the system adopted by the leading animation studios. As Toon Boom technology is completely transparent throughout the production process, students can enjoy total creative freedom while storyboarding, drawing, scanning, inking and painting, lip synching, laying out animation in a 3D space, and adding stunning special effects.

As of September 2007, students will start learning animation using Toon Boom's advanced technology in their first year and will do so throughout the four-year B.A. and three-year M.F.A. curricula. Catering to the leading animation studios in California, Toon Boom and the School of Cinematic Arts combine both their technology and industry knowledge for the immediate benefit of the students.

"Animation and digital arts are a fundamental part of the cinematic process in which we take our dreams and visions and bring them to life," said SCA Dean Elizabeth M. Daley. "Thanks to Toon Boom, our students have a powerful tool that can let them focus on the vision without getting bogged down in the process."

"Having such a prestigious school as USC School of Cinematic Arts on board is an honor. It is an additional testimony of Toon Boom's commitment to deliver industry-standard animation software solutions while playing a proactive role in the educational arena," stated Joan Vogelesang, President and Chief Executive Officer at Toon Boom Animation.

### About Toon Boom Animation Inc. [toonboom.com](http://toonboom.com)

Toon Boom Animation Inc. is the worldwide leader in animation software solutions. Toon Boom carries entry level and high-end animation software solutions for film, television, web, games, mobile devices and training applications. Toon Boom's solutions also include powerful pre-production tools ideal for all animated or live-action projects. In 2005, Toon Boom was granted the **Primetime Emmy® Engineering Award** by the Academy of Television Arts & Sciences for its significant contribution made to the animation industry targeted for television, in North America and throughout Asia, Europe and the Middle East. In 2006, the IT Federation of Quebec (FIQ) awarded an **OCTAS 2006** in the Multimedia – educational and cultural sector category, for Toon Boom Studio V3.

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, Warner Bros., Mercury Filmworks, China Central Television, Toonz Animation India, Starbust Animation, Answer Studio, Alphanim, Cosgrove Hall, Cromosoma** and **Lanterna Magica**, to name a few. Some of the prestigious productions done with Toon Boom's technology include **Les Triplettes de Belleville, Looney Tunes: Back in Action, The Rugrats, SpongeBob The Movie** and **Curious George**.

### About the USC School of Cinematic Arts [cinema.usc.edu](http://cinema.usc.edu)

Since 1929, the USC School of Cinematic Arts has fueled and mirrored the growth of entertainment as an industry and an art form. The school offers comprehensive programs in directing, producing, writing, critical studies, animation and digital arts, production, and interactive media, all backed by a broad liberal arts education and taught by leading practitioners in each field. Its more than 10,000 alumni are among the world's most distinguished animators, scholars, teachers, writers, directors, producers, cinematographers, editors, sound experts and industry executives. Since 1973 not a year has passed without an alumnus or alumna being nominated for an Academy Award.

