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For Immediate Release

## The University of the West Indies Pioneers in Animation using Toon Boom Products

Montreal (May 7, 2007) – Emmy award-winning Toon Boom Animation Inc. today announced that the University of the West Indies (UWI), St. Augustine Campus, in Trinidad and Tobago, has adopted Toon Boom products to build the first animation curriculum to be offered in the Caribbean region. Recognizing the opportunities the animation industry can bring to the local market, the UWI aims at preparing the next generation of creative Caribbean talent to embark on a career in animation using industry-standard technology.



A Train the Trainer training programme will take place in June 2007 to enable the faculty members to set up and finalize the animation curriculum, right on time for the Fall 2007 admissions. The UWI will offer certificate training courses as a build up to the Master in Animation and provide students with in-depth and practical courses on all aspects of animation production.

"Considering its proximity to North America and the region's cultural wealth, the Caribbean has all the ingredients to succeed in becoming an active player in the global animation industry. We are proud to see the University of the West Indies pioneer in this initiative and take the necessary steps to implement a world class animation curriculum" stated Joan Vogelesang, President and Chief Executive Officer at Toon Boom Animation.

### **About Toon Boom Animation Inc.**

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**.

For additional information, visit Toon Boom at [toonboom.com](http://toonboom.com).

### **About The University of the West Indies**

The University of the West Indies, established in 1948 initially as an external College of the University of London and made fully independent in 1962, is the oldest, fully regional institution of higher learning in the Commonwealth Caribbean. Supported by fifteen countries all current or former colonies of Great Britain, the UWI is committed to the development of the region through the training of its human resources, conducting research, delivering advisory services to governments as well as to the private sector and forging links with other institutions in the wider region and the rest of the world.

With three campuses - Cave Hill (in Barbados), Mona (in Jamaica) and St Augustine (in Trinidad) in addition to twelve centres in the other contributing countries (known as the UWI-12), The University of the West Indies currently has a total enrolment of over 36,000 students and graduates annually approximately 5,800 students (at undergraduate, graduate and diploma levels).

For additional information, visit <http://www.uwi.edu>