



For more information, contact:  
Karina Bessoudo  
(514) 490-6479  
karina@toonboom.com

For immediate release

## Imagine, Sketch and Share your Ideas with Toon Boom Storyboard

Montreal (June 15, 2007) – Emmy award-winning Toon Boom Animation Inc. today announced the release of Toon Boom Storyboard, the true digital storyboarding software for all audio visual projects. As a digital application, Storyboard enables storyboard artists, video makers, advertisers, and game developers to validate their storyline efficiently, visualize it quickly and share it instantly.

Storyboard comes with an intuitive and user-friendly interface that will make your paperless experience a breeze. Use it to deliver rich-looking storyboards effortlessly to everyone involved in your project. Key features include:

- Support industry standard bitmap and vector files
- Add an unlimited number of shots and panels to your storyboard
- Use customizable and searchable captions field
- Access true multi-layers vector drawing tools with pressure sensitivity
- Reuse assets from built-in image template library
- Export your storyboard to PDF using predefined pages or create your own layout



Toon Boom Storyboard will be showcased during InfoComm 2007 at booth 11001 and the **National Education Computing Conference** at booth 2416. Storyboard is offered at a launch special of \$199.99 US, instead of \$249.99 US (Promo code: SBD290607, valid until June 29, 2007), and is now available online at [www.toonboom.com/products/storyboardstd/](http://www.toonboom.com/products/storyboardstd/)

"To complete the product line, we are pleased to offer Storyboard and provide an affordable, powerful and unique storyboarding application to all creative minds" stated Joan Vogelesang, President and Chief Executive Officer at Toon Boom.

### 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. In 2007, FIQ awarded an OCTAS 2007 in the Technological Innovation category, for Toon Boom Storyboard Pro.

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).