

PRESS RELEASE

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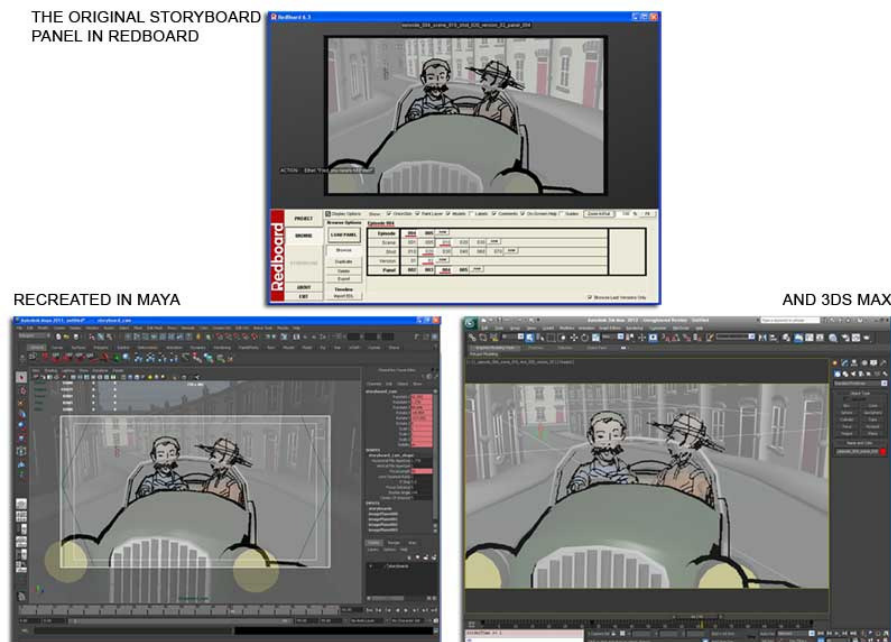
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REDBOARD – The animated TV series production tool now supports Autodesk's 3DS MAX.

Redboard, Hibbert Ralph Animation's innovative storyboarding and pre-production management system for CG TV series production has now been updated to provide DIRECT SUPPORT FOR AUTODESK'S 3DS MAX. Previously Redboard has worked with Autodesk's Maya to enable the efficient production of CG TV series. By integrating 3DS Max support, Redboard now offers the comprehensive pre-production solution to those studios and production companies using 3DS Max in their TV production pipelines.

Keith Pang, Hibbert Ralph's Animation's 3DS Max specialist takes up the story. "We've had a number of clients asking about using Redboard with 3DS Max and in the past we required Maya to be used as part of the conversion process to make the Max files. This could be frustrating, so we set about finding a solution that would enable the creation of 3DS Max files without having to use any other software. By utilising MaxScript (3DS Max's internal scripting language) we were able to recreate all the scenes and animation, as they are set up in Redboard, accurately in 3DS Max. EVERYTHING WE COULD CREATE IN MAYA WE CAN NOW REPRODUCE DIRECTLY IN 3DS MAX."



One of the most challenging aspects was the recreation of the "storyboard cam" feature which, uniquely to Redboard, superimposes the storyboard artists original drawings over the corresponding CG scene, at the correct keyframe, directly in 3DS Max. This innovative feature provides the animation team with a direct visual reference to the original storyboard when they are working in 3DS Max (or Maya).

Redboard allows directors, producers and storyboard artists to preview an accurate scene, including camera angles, lenses and precise placement of characters and props, with the added details of expression and characterisation. Once approved, the animation department or subcontracting company receives a highly detailed animatic with precise camera, layout and drawing data, which greatly reduces costly interpretation errors. Redboard provides the reassurance that the final rendered animation will exactly match the approved storyboard. This can lead to SAVINGS OF UP TO 40% for storyboarding costs, and almost completely automates the process of digital layout.

Redboard is available immediately for CG television series productions as a complete service package, including software licenses, installation, training and support. Licenses will run for the period of the project and prices will be calculated based on the length of the project. Film packages are also available on request. See www.redboard.tv for more information or contact info@redboard.tv

ABOUT HIBBERT RALPH ANIMATION

Hibbert Ralph Animation (HRA) is an award-winning animation production company based in central London. It is one of the UK's top animation studios producing television and cinema commercials, idents, logos, special effects, website animations and promos. Our directors work in a wide range of techniques including drawn 2D, Flash (and other 2D software), CGI, stop frame and live action. Recent work has included stop-frame work, highly realistic CG animals, FX and the traditionally drawn line work that HRA is famous for.

The company was founded in 1982 by Jerry Hibbert and has since won over 90 top awards for its work. HRA works alongside HRTv which produces entertainment and long-format productions.

For more information visit www.hibbertralph.com

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