

## Blue Zoo goes Redboard for Q Pootle 5

London March 11, 2013

Snapper Productions and Blue Zoo, the multi BAFTA winning animation company based in London have selected Redboard's storyboarding and pre-production solution for the production of the new series of Q Pootle 5. Q Pootle 5, created by Nick Butterworth, revolves around the title character, a little green alien, who goes on fun and imaginative adventures, with his friends, on his home planet of Okidoki.



Image showing the storyboard drawing in Redboard, the initial layout in Autodesk's Maya and the final render

Redboard is a revolutionary pre-viz technology that allows you accurately plan and manage your animation production. Starting at the pre-production and storyboarding stage, you can seamlessly transfer design, camera and scene data into your CG workflow. Much more than a simple storyboard application, Redboard benefits directors and producers alike by maximising the clarity of pre-production data, thereby eliminating the need for time-consuming corrections later in the process.

“Redboard makes perfect sense for a CG series like Q Pootle 5” noted Margo Marchant, Production Supervisor on the show. “Redboard's ability to automatically convert the drawn storyboards into animated digital layout is unique. Plus Redboard provides so much more additional data that can be used within the CG pipeline.”



# PRESS RELEASE

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[www.redboard.tv](http://www.redboard.tv)

“Blue Zoo have a well defined CG production pipeline in place for their TV series and it was important that we integrate Redboard into that pipeline for their pre-production stages” added Neil Marsden, Head of Technology at Redboard. “Redboard's ability to co-ordinate the pre-production aspects for Blue Zoo gave it a significant advantage. Using real-time game engine technology, Redboard seamlessly integrates with high-end production tools like Autodesk's Maya and Apple's Final Cut Pro to create a streamlined production pipeline”.

Redboard has been developed by Hibbert Ralph Animation, an award winning animation studio based in London and benefits from more than thirty years of animation production experience. Redboard has already helped to create several thousand minutes of TV series production including Chuggington for Ludorum, Fireman Sam for HIT Entertainment, The Hive (currently airing on Disney Junior) and Tractor Tom for Contender Entertainment. Redboard is ideally suited to multi-studio co-productions, as its revolutionary technology and ability to create detailed and accurate data files facilitate good decision making early in the storyboard and planning stages.

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 <http://www.redboard.tv> for more information or contact [info@redboard.tv](mailto:info@redboard.tv)

## **ABOUT REDBOARD AND HIBBERT RALPH ANIMATION**

Redboard is a wholly owned subsidiary of Hibbert Ralph Animation Ltd (HRA), an award-winning animation production company based in central London. HRA is one of the UK's top animation studios producing television and cinema commercials as well as working on TV series and feature work. The company was founded in 1982 by Jerry Hibbert and has since won over 90 top awards for its work. More recently HRA has focused on producing innovative software tools for animation production. For more information visit <http://www.hibbertralph.com>

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