

Fireman Sam calls for Redboard

London June 05, 2013

HIT Entertainment, one of the world's leading pre-school entertainment companies, have selected Redboard's storyboarding and animation pre-production system for their third CG outing of Fireman Sam. Set in the small village of Pontypandy, Fireman Sam is the ultimate hero next door. Now in its third CG series Redboard has underpinned the pre-production of Fireman Sam since his first CG debut in 2007.

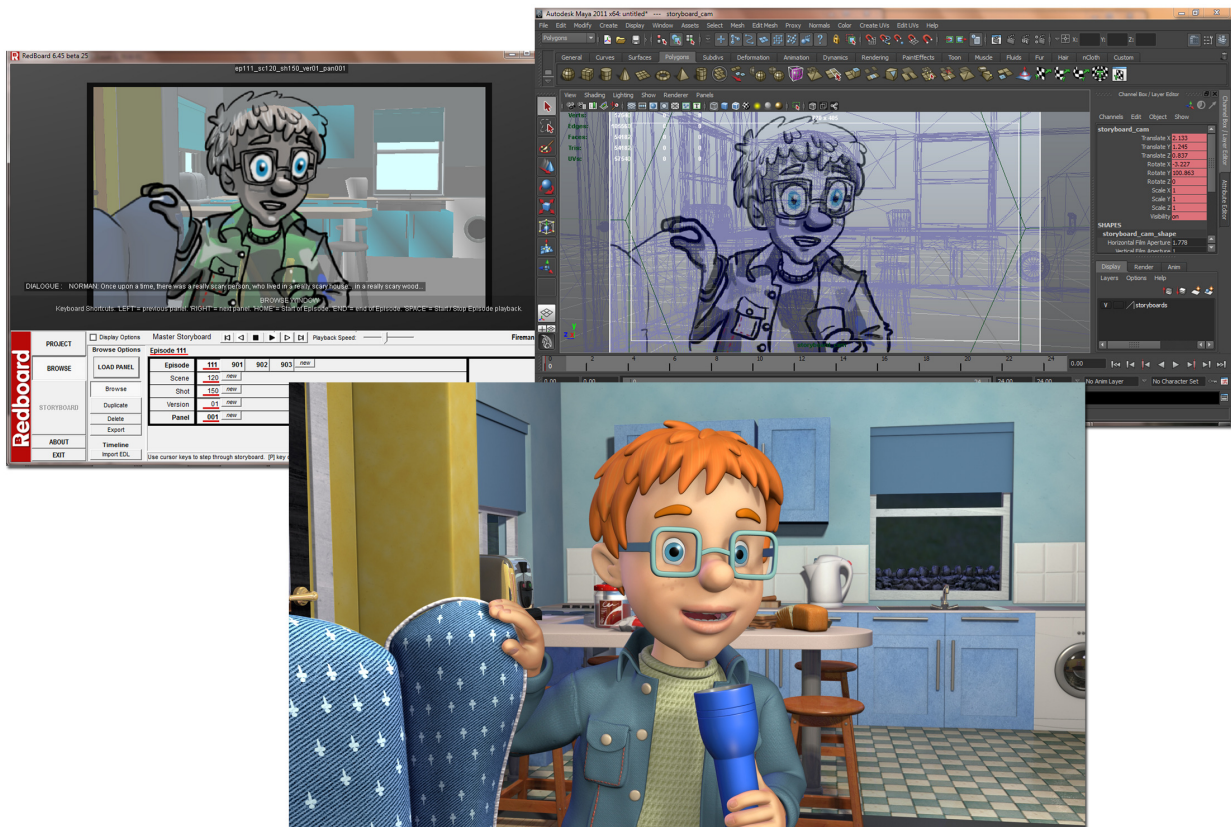


Image showing the initial panel in Redboard, the layout in Maya and an early animation and lighting test

The Head of Technology at Redboard, Neil Marsden, explained some of the issues involved: "This is the third CG series of Fireman Sam to be created using Redboard; that's a total of over 1500 minutes of animation just on Fireman Sam alone. With the storyboards and animatics being created in the UK and the animation and rendering for Fireman Sam sub-contracted to Xing Xing Digital Corp in Beijing, creating an efficient pre-production pipeline was essential and HIT already knew that Redboard could provide an easy-to-use solution that would allow them to accurately transfer the storyboards and pre-production data to Xing-Xing."

HIT Entertainment placed considerable value in Redboard's ability to co-ordinate the pre-production aspects for Fireman Sam which gave Redboard a significant advantage over other software solutions. Using real-time game engine technology, Redboard seamlessly integrates with high-end production tools like Autodesk's Maya and Avid's Media Composer to create a streamlined production pipeline.

Lisa Pacheco, producer of Fireman Sam, added "Throughout the last three series of Fireman Sam, Redboard has been an invaluable production tool. It's a tried and tested solution that allows us to create exciting and engaging storyboards whilst at the same time enabling us to quickly and accurately reproduce all the approved shots at digital layout; this is especially important for us as the layout, animation and rendering is being produced in China"

Redboard is a revolutionary pre-viz technology that allows for the accurate planning and management of animation pre-production. This is particularly important for Fireman Sam as the pre-production of storyboards and animatics is being undertaken in the UK with the digital layout, animation and rendering being produced by Xing-Xing Studios in China. Starting at the pre-production and storyboarding stage, Redboard seamlessly transfers design, camera and scene data into the 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 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 Q Pootle 5 for Snapper Productions and Blue Zoo, 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 www.redboard.tv for more information or contact info@redboard.tv



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www.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.hibbertalph.com>

ABOUT HIT ENTERTAINMENT

HIT Entertainment is one of the world's leading pre-school entertainment companies, specialising in building powerful brands based on engaging stories. HIT Entertainment's world-class portfolio includes *Thomas & Friends*[®], *Mike the Knight*[™], *Fireman Sam*[®], *Bob the Builder*, *Barney*[®], *Angelina Ballerina*[®], *Pingu*[®] and *Rainbow Magic*[®].

HIT Entertainment excels at creating and building globally successful brands which capture the hearts and imaginations of pre-schoolers and their families. This is achieved through exceptional storytelling in multiple formats, enhanced by creating high quality character-based products and experiences with best-in-class partners. HIT Entertainment's lines of business span television and home entertainment production, content distribution, digital media, publishing, consumer products and live events and attractions. HIT Entertainment is a division of Fisher-Price and has operations in the UK, US, Canada, Hong Kong and Japan. For more information visit www.hitentertainment.com

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