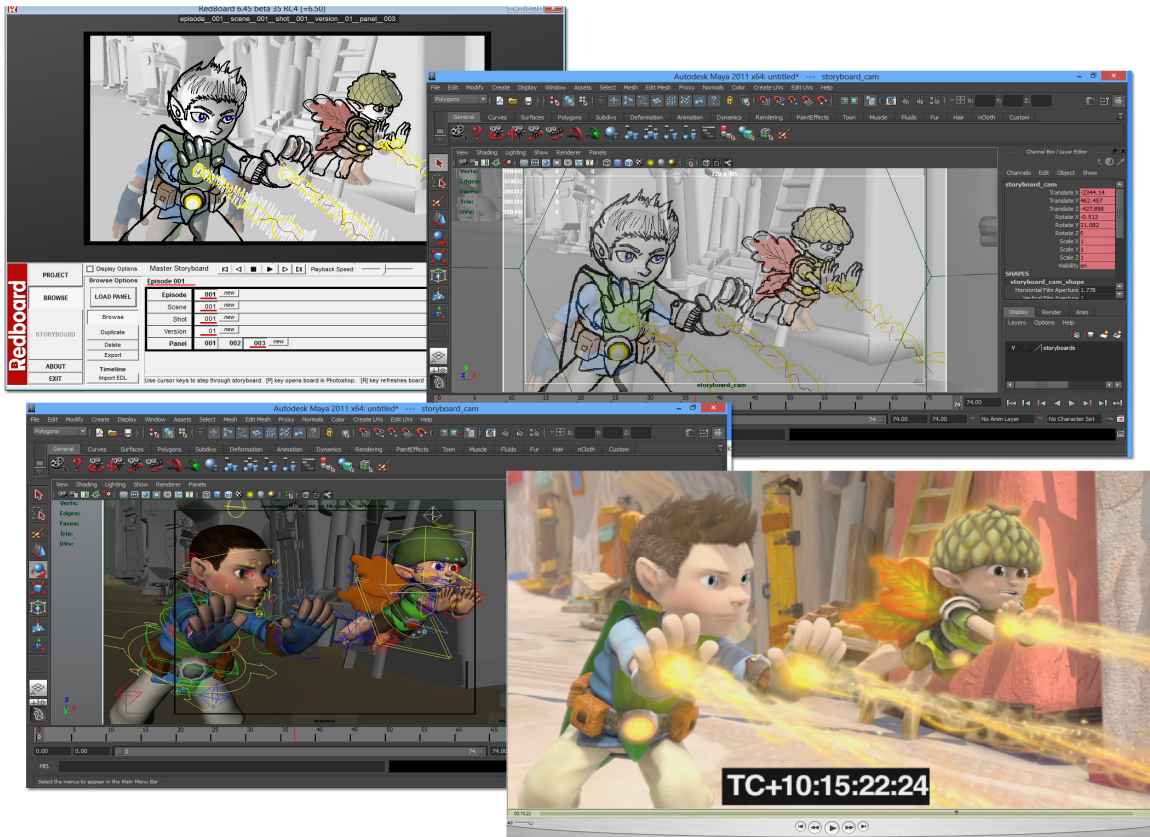


## Tree Fu Tom Powers Up With Redboard

London September 09, 2013

Blue Zoo, the multi BAFTA winning animation company based in London have again selected Redboard's storyboarding and pre-production technology for the production of the new series of Tree Fu Tom for Freemantle Media Entertainment and the BBC. Following Blue Zoo's successful application of Redboard to the production of Q Pootle 5 for Snapper Productions, Redboard was an obvious choice for the pre-production of Tree Fu Tom.



*Image showing the storyboard drawing in Redboard, the corresponding layout in Autodesk's Maya and an initial render pass.*

Tree Fu Tom tells the story of eight-year-old Tom, who, with the help of a magic belt is able to transform into a magical superhero in the world of Treetopolis, an enchanted world where movement creates magic. Originally developed with input from the Dyspraxia Foundation, Tree Fu Tom interacts with viewers through the screen and invites children (and parents) to physically act out his movement magic – called Tree Fu – to help him save the day. Featuring the voice of Sophie Aldred, Tree Fu Tom is broadcast on Cbeebies in the UK and is globally distributed to over 20 territories.

By incorporating Redboard's revolutionary pre-vis technology Blue Zoo could accurately plan and manage the pre-production for each episode. Starting at the storyboarding stage, Redboard seamlessly transfers design, camera and scene data into the CG production workflow which use packages like Autodesk's Maya. 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.

Adam Shaw supervising director on Tree Fu Tom noted that "Redboard is an ideal CG pre-production tool, the ability to accurately integrate the original drawn storyboards directly into our Maya CG pipeline is really powerful, it allows us to know that what we are approving at the storyboard stage can be easily and accurately recreated later Maya."

"Blue Zoo's willingness to explore, via Redboard, new pre-production techniques and processes has helped them to maximise the efficiency of their pre-production pipelines" added Jerry Hibbert, MD at Redboard. "Redboard's unique approach to CG pre-production gives it a real advantage over other more traditional methods of pre-production".

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, 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 productions as a complete service package, including software licenses, installation, training and support. Unlimited seat licenses will run for the period of the project and prices will be calculated based on the total 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)



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[www.redboard.tv](http://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.hibbertralph.com>

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