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Reallusion's CrazyTalk Animator Engages Students on All Grade Levels with Fast-and-Easy 2D Animation for Class Artwork, Historical Figures and More

Judge for Yourself at Stand: T32, Olympia, London, , January 12 - 15

LONDON, UK, January 11, 2011—Reallusion, Inc., an award-winning developer of video creation software for real-time 3D animation, today unveils CrazyTalk Animator, the 7th generation of their popular and award-winning animation technology which has been as big a hit with students and educators as it has with aspiring filmmakers and Hollywood insiders.

Rather than fighting with mobile phones, video games, TV, the Internet and other 21st century technologies, educators around the world have found that it is better to engage students where their interests reside. With CrazyTalk, all it takes is a few clicks to transform photos, historical figures, authors, fine art, classroom artwork and more into animated, talking characters.

Praise for CrazyTalk:

"CrazyTalk is so easy to use, there is very little product learning to be done yet you get fantastic results very quickly. It is also great fun to use, but through this can come some very serious teaching. If we can capture students' imagination, if they can be having fun, if they are willing to engage because of these tools, then they will also be learning in a powerful way."

-- Ross Wallis, Sidcot Secondary School

"I was amazed at the energy and excitement the students had for this project once they realized they would be creating a movie using CrazyTalk. Their motivation jumped exponentially!"

-- Megan Power, Poway Unified School District, US

How CrazyTalk Animator Benefits Students:

CrazyTalk Animator is designed for users of any skill level and adds another learning branch to the tree of digital media tools that are geared to meeting today's classroom technology requirements

- Dramatically increase students' attention in all subjects and all grade levels
- Engage students in visual literacy by introducing them to the world of easy and fun animation
- Enhance your classroom's curriculum with teacher-friendly software
- Awaken student initiative and participation with a complete hands-on multimedia tool
- Gives students a quick and sure path to success by enabling them to professionally animate self-portraits, historical figures, animals and just about anything with a minimal setup time

Building on the already popular facial animation tools that enable anyone to make a photo talk, Reallusion now evolves CrazyTalk Animator into a total 2D animation studio that will give every young user a stage to speak on.

Why Is CrazyTalk Animator Unique?

CrazyTalk Animator is the next major leap in the CrazyTalk series, where all the rules of the traditional 2D animation world have changed as students no longer have to create a character from scratch or do frustrating key-by-key animation. Explore all the great new features and advantages in CrazyTalk Animator!

- With CrazyTalk's unique photo-to-animation engine; anyone can quickly turn photos, sketches, statues, paintings, comics and toys into amazing animate-able characters
- Drag images (.jpg, .png), videos (.avi, .wmv), flash (.swf) and sprite videos (.popVideo, iWidget) files from any external hard drive or source
- CrazyTalk Animator provides articulated character-bone templates for quick facial & body fitting
- Use a mouse or other handheld devices to create instant facial and body animations with custom puppet profile
- Completely interchangeable head and body parts like; eyes, brows, ears, hair, upper body, lower body which can be customized into virtual dressing rooms
- 3D perspective views and one-click 3D stereo output

"Animation is the language of childhood," said John Martin, VP Product Marketing, Reallusion. "With CrazyTalk, students are able to direct all the love they have for the genre into their school assignments. Whether you are a primary teacher or secondary school subject area specialist, the product will bring your lessons to life quickly and simply, while giving students technological skills they can draw upon later in their education lives and their careers."

CrazyTalk Animator is a great match for ambitious beginners, educators, video editors and all users that need a total 2D Animation solution with deep character creation and performance animation tools to create media for video production, web, e-learning & broadcasting.

For a complete gallery of student projects and lessons created using CrazyTalk, visit:
<http://education.reallusion.com>.

For academic purchasing information, please visit: <http://www.reallusion.com/education/reseller.asp>

About Reallusion, Inc.

Headquartered in Silicon Valley, Reallusion is a leading-edge software developer providing cinematic animation tools for PC and mobile platforms. Reallusion is a pioneer in animated storytelling technologies such as character animation and facial morphing. Other features such as automated voice lip-syncing allow for fast creation of interactive avatars for 3D real-time filmmaking and previsualization for professional post-production. Their powerful yet easy-to-use tools make character animation accessible to PC users of all skill levels.

Reallusion's development of core technologies and growing base of intellectual property firmly establish the company as an emerging power among technology innovators, furthering their graphic and imaging embedded kernels to top-brand device manufacturers worldwide.