



FOR IMMEDIATE RELEASE

**Reallusion Media Contact:**

Kathryn Lamb

KL Associate

[Kathryn@klassociates.com](mailto:Kathryn@klassociates.com)

## **REALLUSION ANNOUNCES ANIMATION COMPETITION - ANIMATE EVERYDAY ITEMS AND CREATE VIRAL VIDEO**

*Reallusion delivers an intuitive animation experience for all age and skill levels- following the huge success of CrazyTalk Animator; contestants can now easily turn everyday objects into unimaginable, 2D characters in the Animation Salad Competition.*

San Jose, CA (July 6th, 2010) — Reallusion, the award-winning leader of 3D Cinematic tools for consumers, students and professionals, announces that this year it is once again hosting an all-out Animation Competition for general and educational users. Contestants from all walks of life now have the opportunity to animate puppets, toys, fruits, stuffed animals, vegetables and any other inanimate objects found around the house, in an insanely fun and educative competition!

This year has seen the tremendous reception of CrazyTalk Animator, a revolutionary 2D animation engine that has literally re-written the book on 2D animation as it is designed from the ground up to avoid neck-breaking, frame-by-frame editing. For this reason, CrazyTalk Animator has been chosen to be part of the Animation Salad Competition as it literally allows you to animate anything.

Participants can create a whole range of amazing actors from photographs, sketches or illustrations, and bring them to life with easy facial and body fitting editors. This provides a unique opportunity for anyone to participate since contestants no longer need to be steeped in animation or drawing expertise. CrazyTalk Animator empowers beginners, students, and professionals to create quick, quality animations in minutes.

Users can showcase their talents by uploading their videos to Youtube, Vimeo or any other free video sharing platforms to compete for over 10 award-winning categories including; Best Picture, Best Director, Most Popular, Campus Special, Best Original Character and others. Reallusion has even taken special consideration to allow the participation of students and teachers who wish to submit their video entries through the Animation Salad [Channel](#) provided by SchoolTube.com, as SchoolTube is a school-safe video platform. Participants simply need to tag their videos with the 'animationsalad' keyword in order for their videos to be added to the channel. Winners can look forward to branded prizes such as Sony HD Camcorder, iPad2, Xbox 360, Wacom tablets and more!

To compete, simply fill-out the submission form with your video title, video description, credits, contact information and uploaded video URL. Animation Salad videos must be created with Reallusion's CrazyTalk Animator software and need to be no longer than 10 minutes. Anyone is eligible to compete as CrazyTalk Animator has a very user friendly interface and it is available in a FREE trial version at Reallusion's [website](#).

Learn more, and join this summer's hottest 2D Animation event at <http://www.reallusion.com/event/11-crazytalkcontest/default.html>

"The features that make CrazyTalk a must-have for any animator or aspiring animator's arsenal, is fast facial lip-sync and digital face & body puppeteering." – Animation Magazine

"Clever animation software, with full body motion, that's easy to get to grips with" – Computeractive

### **About Reallusion, Inc.**

Headquartered in Silicon Valley, Reallusion is a leader in the development of 3D cinematic animation tools for consumers, students and professionals. Recognized as an industry pioneer, the company provides consumers with easy-to-use avatar animation, facial morphing and voice lip-sync solutions for real-time 3D filmmaking and previsualization for professional postproduction. Reallusion's core technologies are widely used by consumers, gamers and filmmakers to ready their PCs with a total real-time movie studio that plugs-in to the gamer mentality with videogame-like play-to-create technology. Professional content developers equip their studios with Reallusion technology to streamline production efforts to match the lightspeed demands of animation. In addition to PC software, Reallusion is a trusted digital imaging and mobile 3D development partner to brother, Panasonic, Skype and Nokia with embedded applications in leading consumer devices worldwide. For more information, visit [www.reallusion.com](http://www.reallusion.com).

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