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FOR IMMEDIATE RELEASE

VDS RELEASES DIGITAL ANARCHY'S TOONIT! AMAZING NEW CARTOONING FILTERS NOW AVAILABLE FOR QUANTEL

MELVILLE, NY, July 2, 2007 - VDS, a leading developer of broadcast automation software, content design and plug-in products announces the release of Digital Anarchy's ToonIt! on Quantel's Q range of products.

ToonIt! for Quantel provides an easy way to give film/video footage that sought-after cartoon look using advanced algorithms to process your image and create cartoon shading and lines. ToonIt! plugins free you from time consuming techniques like rotoscoping and hand painting by analyzing an image, then reducing its color palette and detecting where the important edges are. The edges are used to shape and control areas of color.

With ToonIt!, Quantel users can easily customize the 'toon' effect for almost any footage in a variety of ways. There are four filters in the set. The 'Roto-Toon' filter creates flat shades of color and gives you full control over details like outlines, shading styles and halftone effects. The 'Outlines Only' filter uses edge detection to produce cartoon-style edges, removing color altogether from the footage for a black-and-white comic-book style. 'Goth-Toon' makes use of internal color rotoscoping to create a high contrast effect, while 'Blacklight Edges' edge detection creates a fun, customizable set of neon-colored edges.

Digital Anarchy CEO, Jim Tierney, commented about ToonIt!, "We saw a need in the market for this product and have been working to develop it for quite some time. Thanks to the Toonamation guys, we've finally created a plugin that creates a beautiful cartoon look automatically."



Before ToonIt!



After ToonIt!

One of the key features of ToonIt! is its ability to minimize temporal artifacts. Other cartooning software frequently produces an undesirable 'vibrating' image that is the result of color regions and lines jittering from frame to frame. In comparison, ToonIt! filters reduce these graphic issues and produce very consistent, pleasing results from one frame to the next. This temporal noise reduction and visual consistency drastically reduce the need to make adjustments via rotoscoping or other manual editing methods.

"We are very pleased to now offer Quantel customers ToonIt! for Film/Video", comments David-Ray Worthington, Director of Marketing and Product Development at VDS. "Giving normal film/video a cartoon look and feel has become a very popular effect on many ad spots and having ToonIt! to work with will now make the process of creating this effect much easier and faster."



Before ToonIt!



After ToonIt!

Great features in ToonIt! for Film/Video include:

- Beautiful Variety of Styles. Create a number of sophisticated looks including Flat Cartoon, Graphic Novel, Line Art, Stipple and Pen & Ink.
- No Resolution Limits: ToonIt! will work on footage of any resolution or size, from web to film.
- No Hand Masking or Rotoscoping: Each toon effect is generated automatically. While there are customizable controls in the plugin, no manual or frame-by-frame work is needed.
- Customizable Looks: With 40 different parameters available to adjust the plugin results, there are many possible approaches to get the best result for different types of footage.
- Temporal Noise Reduction: ToonIt! keeps the results consistent over time, frame-by-frame. There is no jittering when played back at full speed, which is a common problem for software trying to achieve the cartoon effect.

ToonIt!

About VDS

VDS is committed to providing automation and content design tools for the broadcast, cable television, internet, and post production markets. VDS designs products for the automated control of broadcast television systems, with an emphasis on graphics-related operations, content distribution and automation, and internet-to-video and video-to-internet systems. VDS content creation systems provide industry tools that deliver graphic design, universal file translation and integration capabilities.

About Digital Anarchy

Digital Anarchy is a privately owned company operating out of San Francisco, Calif., that creates high-quality creative software for broadcast designers, 2D animators and professional photographers. These tools solve a wide range of design issues, from creating text effects and background design elements, to masking out bluescreens for commercial still photography. Digital Anarchy products work in conjunction with a wide range of products from companies like Adobe, Apple and Autodesk. For more information, please see the company's website at www.digitalanarchy.com

About Quantel

Quantel is dedicated to creating new tools for the new digital age, covering everything from terrestrial and satellite television to broadband internet, DVD and d-cinema. Quantel's generationQ is a radical, all-encompassing, new concept that offers total scalability in both hardware and software across post production, graphics and broadcast for multiple resolution, team-working production environments.

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