



# KICKSTAND

animation research + design

For Immediate Release:  
July 31, 2008

**Kickstand Animation Research + Design Kicks Off Services and Consulting**  
*Studio dedicated to raising the bar of modern animation by developing new tools and techniques for production.*

**NEW YORK, NY** – July 31, 2008 – Kickstand LLC, the animation research and development studio, launched their Brooklyn, NY office today. “Kickstand is a content and service provider and understands that cutting edge technology is often required to bring original content to life. We are happy to have a brand new headquarters to centralize our resources.” says Kickstand partner Rob O’Neill. Kickstand provides consulting services in custom plug-in development, pipeline design, 3D content and asset creation including character modeling and rigging, and pitch development. Having already worked with a number of studios in NY and LA, Kickstand is eager to expand its client list and bring advanced custom technology to animation and video game studios throughout the industry. Eric Carney, CFO of LA-based previsualization studio The Third Floor, recently said, “The scripts and tools Kickstand has created for our company are invaluable. They’ve provided us tools to increase the quality of our work as well as automate many time intensive tasks, saving us countless hours.” Kickstand partner Greg Elshoff adds that, “Kickstand is always ready for your studio’s current and future challenges. We are ready to find creative technical solutions to the tough problems that can stall a production.”

In addition to consulting and development for hire, Kickstand is embarking on the creation of a number of commercial software applications. The first, to be released in August 2008, is *StretchMesh*. *StretchMesh* is a new paradigm for surface deformation and represents Kickstand’s Core Deformation Technology. By using a fast algorithm for relational vertex knowledge, smooth character deformations can be created quickly and with superior results over existing techniques. *StretchMesh* is implemented as a standard Autodesk Maya deformer to work seamlessly with and enhance existing workflows. Following *StretchMesh* is *FaceLift*, a collection of tools and templates that take the power of *StretchMesh* and apply it specifically to character faces. Kickstand partner Daniel Dawson adds that, “FaceLift is a professional face rigging toolkit that, like the rest of Kickstand’s tools, can work with any existing pipeline.” Also in development is a powerful toolbox for developing production quality character motion systems, and

a sophisticated suite of tools to manage animation and game production pipelines.

With almost 30 years of combined industry experience, Kickstand's founding partners, Daniel Dawson, Greg Elshoff, Phil McNagny, and Rob O'Neill, are veterans of feature, commercial, TV, and game production. Kickstand also has a number of content projects in development to not only test their tools and techniques internally but to push the art of animation further. Kickstand partner Phil McNagny adds, "We strongly believe that the creation of innovative techniques opens the door for new forms of creative expression and that content and storytelling are the sparks for technological innovation."

### **About Kickstand**

Kickstand LLC is an animation research and development studio committed to the creation of innovative technology for animation and game production. Founded by partners with extensive experience in feature animation, video games, television, and commercial production Kickstand's mission is to bring sophisticated tools and technology to artists. In addition to commercial software development, Kickstand also consults with studios to provide solutions to complex problems, to create technical assets, or custom tool development. With customers such as The Third Floor, Curious Pictures, and Thornberg & Forester, Kickstand has rapidly become the secret weapon for many leading games and visual effects artists creating high-end animation. For further information please visit Kickstand's website [www.kickstandlabs.com](http://www.kickstandlabs.com).

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