

**FOR IMMEDIATE RELEASE**

## **Kickstand Launches Animation Research & Development Company in New York City**

*Innovative New Studio Offers Services and Solutions to  
Most Complex Production and Workflow Challenges*

**BROOKLYN, NY – June 4, 2009** – Kickstand LLC, a character animation research and development studio committed to moving animation beyond the imagination, opens its doors today in Brooklyn, New York. The brainchild of seasoned technical directors (TDs) with experience working in fast-paced production environments such as DreamWorks Animation and Charlex, Kickstand is creating commercial software products and offering consulting and product development services for the visual effects, game production, feature film, and television industries.

“Our team is committed to delivering innovative technology that maximizes productivity in all stages of the production pipeline,” said Rob O’Neill, executive producer, Kickstand. “We believe artists and animators need to spend their time being creative, not worrying about how to streamline workflow.”

With commercial software for surface deformations and workflow enhancement currently in development, Kickstand plans to enhance character animation using Autodesk Maya software. In addition to commercial software development, the company also offers custom plug-in creation, pipeline research and development, 3D content and asset design, character modeling and rigging, and pre-production and pitch development services.

Clients such as Curious Pictures, Thornberg & Forester, and The Third Floor rely on Kickstand to keep productivity at its peak. “Kickstand is helping us improve our quality of work by automating time-intensive tasks, ultimately saving countless hours in the production pipeline,” said Eric Carney, CFO, The Third Floor. “Every studio strives to eliminate downtime and streamline productivity, which is why we rely on the experts at Kickstand to help solve our most challenging technical problems—even the ones that can bring production to a standstill.”

### **Experience Drives Innovation**

With more than 30 years combined industry experience, the Kickstand founders understand the demands of working in feature film, commercial, broadcast and game production.

Leading the Character Technology Division at Kickstand is Daniel Dawson, whose character technical director experience at companies such as DreamWorks Animation and Sega Sports kept him pushing the limits of character technology. Dawson received a technical achievement award for the development of a hair animation and simulation system for DreamWorks Animation, and has been deeply entrenched in the character development of animated feature films such as DreamWorks' *Shrek 2*, *Shrek the Third*, and *Monsters vs. Aliens*.

Driving the Studio Tools Division at Kickstand is Greg Elshoff, whose experience streamlining workflow led him to develop a patented pipeline for Launch, New York, to improve the company's speed and flexibility when testing commercial productions. An Autodesk Masterclass presenter, speaker, and educator, Elshoff has created numerous tools and pipelines for 3D-character animation, game cinematics, and online 3D home interior design applications.

Spearheading the Research and Development Division at Kickstand is Rob O'Neill, whose background as character TD at DreamWorks Animation placed him directly in the production pipelines of *Shrek 2* and *Madagascar*. He later joined the Pratt Institute as director of the Digital Arts Research Lab. O'Neill holds a BA in Anthropology from Brooklyn College and an MFA in Digital Design and Technology from Parsons School of Design in New York. He frequently lectures to global audiences about character technology and improving animation workflow.

### **About Kickstand**

Kickstand LLC is a research and development studio committed to delivering innovative character animation and game production technology. Founded by experts with backgrounds in feature animation, video game development, television, and commercial production, the company's mission is to bring sophisticated tools and character technology to the forefront. Kickstand specializes in commercial and custom software development for 3D modeling and animation programs, and works with studios to solve complex problems, create technical assets, and develop specialized tools. For more information about Kickstand, please visit [www.kickstandlabs.com](http://www.kickstandlabs.com) or call 1-888-KCK-STND (1-888-525-7863).

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