

PRESS KIT

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MULTI-AWARD WINNING PRODUCTS

<http://www.totallyhip.com/>



REVIEWERS GUIDE

INTRODUCTION & OVERVIEW

WebPainter 3 for Windows® 95/98/NT has been expanded from an animation and graphics program for the Web, to a comprehensive program with all the tools necessary to produce professional looking animation, graphics, and images, with ease. It is a simple to use, yet sophisticated program which meets the animation and graphics needs of both the beginner and experienced Web designer. It is faster, more powerful, flexible and adaptable. WebPainter 3 has grown into a software animation and graphics program of the highest standards, able to meet the challenges of the rapidly changing world of the Internet, e-commerce, multimedia, distance education, communication and technology fields.

WHAT'S NEW & DIFFERENT ABOUT WEBPAINTER 3

GREATER AUTOMATION

WebPainter now has an automatic effect and transformation generator to dramatically change the look and feel of your images in minutes. It also has 32 different layers for more sophisticated and effective image manipulation. As a production and processing tool for preparing images, photographs, and animation for the Web, WebPainter 3 is one of the most efficient animation and graphics programs available today.

SUPPORTS A WIDER RANGE OF OTHER TECHNOLOGIES

WebPainter 3 works seamlessly with the most popular HTML and DHTML Web authoring tools, including Adobe® PageMill™, Microsoft® FrontPage™, Claris® Home Page™, NetObjects® Fusion™, and other cutting edge Web technologies. WebPainter can also be used to develop content for interactive creation tools such as Totally Hip® LiveStage™, and Java.

EXPANDED INTEGRATION; ALL-IN-ONE TOOL

The creative designers at Totally Hip have expanded WebPainter's features to include integration with popular presentation software such as PowerPoint™, as well as various publishing programs. WebPainter 3 replaces the need to use several different programs to create Web animation and graphics by providing the option to create bimap or vector images. Its smooth and natural cel-based animation expands its application as a Web graphic design solution.

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WELL SUPPORTED

A Getting Started Guide, and a comprehensive User Manual supported by numerous tutorials, are included in the WebPainter 3 package. All registered users receive free technical support.

BETTER PRICING VALUE

In keeping with the Totally Hip philosophy of affordable applications, WebPainter 3 is available for only \$89.95 (USD) and includes QuickTime 3 Pro upon registration (a \$29.99 USD Value). An educational package is also available starting at \$59.95 (USD).

MORE EFFICIENT, EASIER TO USE, AND MORE POWERFUL FEATURES!

TRANSITIONING

One of the most exciting new features in WebPainter 3 is the powerful new auto transformation or image transition capability which lets users create endless combinations of industry standard SMPTE special effects. It is the animator's greatest time saver! Transition is the process of automatically creating intermediate cels between two key cels. Normally these cels would have to be created individually. In WebPainter 3 the transitioning feature automatically creates them.

FILTERS AND FILES SUPPORT

The Filters in WebPainter 3 automatically create animation effects, manipulate, and enhance graphics.

WebPainter 3 supports GIF, animated GIF, JPEG, PNG, and QuickTime movie formats.

LAYERING

Creating animation has become easier with WebPainter's 32 layers. With the new layering technique, users can place different elements of the same graphics on different layers and edit them individually. Impressive vector images can be created on one layer, while a bitmap can be created or imported another layer of the same cel.

OPTIMIZATION

WebPainter 3 produces the most compact GIF animation, allowing previews before exporting its highly optimized graphics using Web standard compression.

VECTOR GRAPHICS

WebPainter 3 combines the pixel level refinement of bitmap paint with the flexibility and small file sizes of vector tools. WebPainter 3 comes with a new vector graphic drawing tool in addition to its bitmap paint palette. Gradient and color fills for each object can be edited, while various settings for different types of vector objects can be adjusted.

1000 ROYALTY-FREE GIF ANIMATIONS

WebPainter 3 includes over 1000 professionally created GIF animations covering subjects from business to education for royalty-free use on Web sites and in presentations.



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201-1040 Hamilton Street
Vancouver, BC V6B 2R9 CANADA

<http://www.totallyhip.com/>



ABOUT ANIMATION

SOME HISTORY ABOUT ANIMATION AND THE WEB

The evolution of Web pages from rambling, text-filled run-ons, to colorful, quick-loading, sophisticated graphics is a story of software and hardware innovation, development, technology and vision. Part of this was the result of more advanced methods of compression and, of course, a great deal of credit lies with the hardware and software developers. E-commerce has fueled this by creating the need to make Web sites more appealing to compete for visitors.

Unless you are a Web Page developer, or a particularly savvy computer user, you probably haven't paid much attention to these issues, but are most likely a recipient of the conveniences they have produced.

WHERE ARE WE WITH ANIMATION TODAY?

Animation and graphics software that jazz up Web pages and presentations is one of the fastest growing areas of software development today. Companies like Totally Hip Software, Inc. have pioneered this area with software such as WebPainter™, an animation and graphics program which is easy to use at any level.

The idea of taking basic designs and animating them for the Web was pioneered by Totally Hip Software, Inc. in 1995 with the introduction of WebPainter 1. This was followed by the award-winning Version 2 in 1997. Version 3 for Macintosh was released with much acclaim in July 1998, garnering many new awards. WebPainter 3 for Windows now makes it's debut allowing artists to be more creative than ever before. Animations in WebPainter 3 can be created as bitmaps or vectors. While bitmaps can be much richer in color and texture than vector images, vector files are extremely small in comparison, thereby making even more use of limited bandwidth.

WHAT'S AHEAD?

We know that bandwidth and delivery will be far more advanced in a few short years. We know that e-commerce and distance education will proliferate. And, we know that Web animation and graphics will be used by more and more people.

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REPORT ON ANIMATION SOFTWARE

Animation Software... where it's been and where it's headed.

RESEARCH TELLS US:

- ▶ Customers return to appealing Web sites more frequently.
- ▶ Communication using visual images is more effective.
- ▶ Images enhance the effectiveness of a message
- ▶ Animations effectively communicate ideas and focus attention on a Web page or presentation.

The possibilities with animation are infinite. With the exception of large entertainment sites, few companies and even fewer individuals are taking advantage of how easy animation is today.

WHAT CUSTOMERS WANT

Research tells us the customers want Web animation and graphic software which creates professional looking animation and Web content. It must be easy to use, easy to learn, and capable of meeting the needs of even the experienced Web professional.

THEY WANT SOFTWARE WHICH:

- ▶ Is compatible with many off-the-shelf Web-page design programs (Mac or PC).
- ▶ Creates content that can be placed on a Web page or in a presentation.
- ▶ Is reasonably priced and well supported with tutorials, examples, and pre-made content.
- ▶ Is a complete product that produces snazzy animations and flashy graphics for the Web or for presentations.
- ▶ Includes pre-packaged clips that can be animated quickly and easily.
- ▶ Makes animation and graphics look professional.
- ▶ Automates the time-consuming design techniques of traditional animation.



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WEBPAINTER 3 HAS ALL THE TOOLS YOU NEED TO CREATE PROFESSIONAL WEB ANIMATION AND GRAPHICS.

YOU CAN:

- ▶ Produce high impact animation in seconds using auto-transitions and special effects.
- ▶ Combine vector and bitmap images using sophisticated image layers.
- ▶ Preview and export the smallest possible, highly-optimized Web ready content for any Web site.
- ▶ Use any of our 1,000 professionally designed royalty-free GIF animations.
- ▶ Work seamlessly with popular web design and publishing tools; is ideal for the office, home, classroom or professional studio.

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WEBPAINTER™3 FACT SHEET

WebPainter's hallmark ease-of-use and unique cel animation process creates the smallest, high-quality GIF animation, QuickTime™ movies, JPEGs and GIF files in the fewest possible steps. By combining bitmap and vector graphic tools, sophisticated image layering features, SMPTE special effects, auto-transitions, image filters, and powerful export and optimization features, you can quickly create professional animation and graphics for your corporate or personal Web site.

KEY FEATURES

- ▶ Creates, produces and optimizes bitmapped and vector animation and graphics in a single tool
- ▶ Rich set of vector and bitmapped tools in a robust editing environment
- ▶ Multiple image layering capabilities for sophisticated image control
- ▶ Creates animation and banners in just a few steps using auto-transitions and SMPTE special effects
- ▶ Powerful onion-skinning features modeling traditional cel animation
- ▶ Produces the most compact GIF animation and graphics in the fewest steps
- ▶ Imports/exports popular file formats such as Animated GIF, GIF, JPEG, Photoshop™, PICT, PNG, QuickTime movie
- ▶ Vector Image Library enables fast editing and storage of vector objects
- ▶ Tight integration with popular Web authoring tools
- ▶ QuickTime filters support such as blur, emboss, sharpen and more
- ▶ Animation library of over 1000 animation files
- ▶ GiffyView utility to preview GIF files at different data rates
- ▶ Printed Getting Started Guide
- ▶ Concise PDF manual and tutorials
- ▶ Bonus Value! Includes Apple™ QuickTime 3 Pro

totally hip
Software Inc.



PRICE

\$89.95 USD (SRP)

ACADEMIC

\$59.95 USD (SAP)

Lab packs, flexible site license programs, and Curriculum Workbooks available.

MINIMUM SYSTEM REQUIREMENTS

- ▶ Pentium 100 MHz or higher processor (Pentium 200 MHz processor recommended)
- ▶ Windows 95/98 or NT version 4.0 or later
- ▶ 32 MB of RAM (48 MB recommended)
- ▶ 20 MB of Hard Disk for minimum installation
- ▶ Apple QuickTime 3 Pro (included)
- ▶ SVGA Monitor; 1 MB of VRAM
- ▶ CD-ROM drive
- ▶ Mouse or Wacom™ compatible pen or digitizing tablet



COMPANY INFO

Totally Hip Software Inc. was founded in 1995 and has quickly earned a reputation as a premier provider of award winning multimedia software that brings visual communication, motion and design to Web and presentation content. The Company designs, develops, and markets a full solution for internet multimedia markets, including education and e-commerce.

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FREQUENTLY ASKED QUESTIONS

Q. WHAT IS DIFFERENT BETWEEN WEBPAINTER™ 3 AND WEBPAINTER 2?

A.. A number of additional features have been added. The most obvious are transitions and layers which are great time savers and give a new edge to the program's capabilities.

Transitioning is a new feature which automatically creates animation for you. It is the process of creating intermediate cels between two key cels. For example, if you have an animation that is changing from image A to image B, a Radial Wipe transition may be applied. The in-between cels are created automatically, based upon the number of frames that are specified.

Layering is a feature that makes the application of animation much easier. Layers are used to organize and work with complex graphics, and with the new layering technique you can place different elements of the same graphics on different layers and edit them individually. They can then be reassembled when you export your animation.

Vector graphics tools have also been added which can create much smaller file sizes than their bitmap counterpart. WebPainter 3 also comes with a Vector Image Library which enables fast editing and storage of vector objects.

Q. DO I HAVE TO HAVE DESIGN TALENT AND GRAPHICS EXPERIENCE TO USE WEBPAINTER 3?

A. No. WebPainter 3 is designed to be intuitive and easy to use, so novice to professionals will be able to use it. WebPainter 3 can be used by almost anyone, including:

- BUSINESSES
- PROFESSIONALS
- EDUCATORS AND STUDENTS
- ILLUSTRATORS, GRAPHIC DESIGNERS
- TECHNICAL ARTISTS, INDUSTRIAL DESIGNERS
- WEB AND MULTIMEDIA DESIGNERS.
- HOME HOBBYISTS
- SMALL OFFICE, HOME OFFICE

Q. WHAT NEW TOOLS ARE IN THE WEBPAINTER 3 TOOL PALETTE?

A. Rotate Slant, Perspective, and Distort, as well as Rectangle, Rounded Rectangle, Oval, Polygon, Line and Freeform tools are now available in WebPainter 3.

Q. WHAT TECHNIQUES OR EFFECTS ARE FOUND IN WEBPAINTER 3 THAT COMPARE TO PINCH, RIPPLE, TWIRL, WAVE, SKEW, COMPRESS, DIFFUSE, FRAGMENT, AND SCRATCH?

A. WebPainter 3 has a complete set of built-in techniques and effects that are part of the Vector and Bitmap palettes. These transformation tools in the allow you to rotate, scale, flip, skew, add perspective and distort images.

Q. WHAT IMPORT AND EXPORT FILE FORMATS DOES WEBPAINTER 3 SUPPORT?

A. WebPainter 3 imports and exports popular file formats such as Animated Gif, Gif, JPEG,Photoshop, PICT, PNG, and QuickTime movie. WebPainter 3 also exports transparent GIF files.

Q. WHAT PRESENTATION SOFTWARE DOES WEBPAINTER 3 WORK WITH?

A. Microsoft® PowerPoint™ and Hyperstatic™ to name a few.

Q. DO I NEED QUICKTIME™ 3 TO USE WEBPAINTER 3?

A. Yes, QuickTime 3 is required. A copy of QuickTime 3 is on the WebPainter 3 Installation CD. A free upgrade to QuickTime 3 Pro is available once the product is registered with Totally Hip.

Q. HOW MUCH MEMORY DOES WEBPAINTER 3 REQUIRE?

A. 8 MB of application Ram and 15 MB of Hard Disk space is required for minimum installation.

Q. WHAT VERSIONS OF THE WINDOWS OPERATING SYSTEMS WILL WEBPAINTER 3 WORK ON?

A. Windows® 95/98™ or NT™ version 4.0 or later is required.

Q. WHERE DO I GO TO GET HELP FOR WEBPAINTER 3?

A. Aside from the comprehensive help menu within the program, you can find late-breaking Technical Support notes on our site:

<http://www.totallyhip.com/Support/Support.html>

You can also call Technical Support between 9:30 a.m. and 4:30 p.m. PST:
604.685.6525 ext. 400

Or you can e-mail us anytime:
techsupport@totallyhip.com

Q. HOW MUCH DOES WEBPAINTER 3 COST?

A. WebPainter 3 is \$89.95 (SRP) which includes QuickTime Pro 3.0 (a \$29.99 value). The Educational rates start at \$59.95 with different pricing options for site licenses. Registered owners of previous versions of WebPainter can upgrade to version 3 for only \$39.95.

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Trading Symbol ASE:THW

COMPANY BACKGROUND

CORPORATE OVERVIEW

Totally Hip Software was founded in 1995, and has quickly earned a reputation as a premier provider of award-winning multimedia software which expands the scope of online visual communication for the internet. The Company designs, develops and markets software for Internet multimedia markets.

Focus on the web-based customer places the company in a high-growth market, where powerful applications designed for anyone can be marketed to multiple market segments that are adopting the Internet for visual communication. Totally Hip's product line provides a platform for web-based multimedia creation and delivery at a fraction of the cost of traditional multimedia. Anyone with an idea, a computer and an Internet connection becomes more productive with Totally Hip's products, because they are powerful and easy to learn.

The company is building its multimedia product line through internal research & development, and strategic acquisition. At the same time the Totally Hip is building internal direct sales and distribution capacity to move these products into the education and web design markets.

COMPANY OBJECTIVES

Totally Hip Software is focused on providing solutions for customer needs, looking for answers to problems through simplicity of design. The company is committed to developing strong partners and alliances within the software and hardware industry, and to designing core technology that is world class, innovative and hip.

STRATEGIC ADVANTAGE

Totally Hip's focus on niche software opportunities, with direct sales capabilities in the education and web design markets, allows the company, with its experienced research and development team, to bring powerful multimedia software products to everyone. Without the overhead of traditional multimedia software developers, and by focusing on new markets for multimedia software created by the Internet, the company is able to produce mass-appeal products at mass-appeal prices. The company is maintaining this advantage by expanding its product offerings, and by producing a full solution for education and eCommerce multimedia.

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THE TOTALLY HIP SUITE OF PRODUCTS

The Company presents a full suite of multimedia tools for the Internet including:

- ▶ **AMAZING IMAGE TOOLS™**: (SRP: \$69.95 US)
automated image optimization and special effects for the web
- ▶ **LIVESTAGE™**: (SRP: \$199.95 US)
'stage' environment for the creation of Rich Media interactive web content
- ▶ **WEBPAINTER™**: (SRP: \$89.95 US)
multi-award-winning content creator and editor for web animation design
- ▶ **K12 CURRICULUM PLANS** (US State Correlated): (SRP: \$21.95 US)
full online and hardcopy K12 curriculum plans

STRATEGIC ALLIANCES

Apple Computer® – Since inception, Totally Hip Software has continued to evolve both Developer and Partner relationships with Apple Computer. This includes an Agreement to license certain of the Totally Hip's products for bundling with Apple products. Since January of 1998, the company has become a leading developer of QuickTime™ based, web multimedia design tools for both Macintosh™ and Windows® platforms.

"In an industry that is controlled by a few giants, Totally Hip has managed to successfully secure its place by developing efficient, affordable applications. We look forward to continuing a long and prosperous relationship with Totally Hip."

Jack Podell, Project Manager of Apple Computer

KEY PERSONNEL

Randall H. McCallum, Chairman & CEO – Randall founded Totally Hip Software in 1995 and has over 15 years of experience in multimedia software development. He works closely with management to develop and maintain the strategic direction and vision of the company. His core responsibilities include the evangelism of Totally Hip's products and technology, and the overall direction of the product development strategy.

Mr. McCallum has overseen development of technology which has received multiple awards from industry experts including MacWorld Magazine, Byte Magazine, Comdex Best of Show, PEI Cool Tool, and over 15 other awards for software design and development. He is considered one of Canada's multimedia software visionaries. Mr. McCallum is a frequent speaker on the subject of developing small companies, multimedia in general, and multimedia tools for the Internet at industry trade shows such as the Software Publishers Association, MacWorld, Siggraph and VEF. In January 1992, he was the recipient of Business in Vancouver's Entrepreneur of the Year Award, as one of Vancouver's top business achievers under the age of 40.

Brian Leeners, President and Chief Operating Officer – Brian joined the company in 1997 as Director of Corporate Development. In 1998 he assumed the position of President and COO. He is responsible for development of the general corporate strategy, and oversees day-to-day operations. These responsibilities include working with the management team to develop administrative, finance, marketing, sales, and communications strategies.

Mr. Leeners came to Totally Hip Software from the Financial/Investment Industry. He earned a B.Comm and an LLB from the University of British Columbia, and was called to the BC Bar in 1993. Mr. Leeners is on the Board of Directors of the New Media BC Association, a member of the British Columbia Advanced Systems Institute, and is on the Simon Fraser University Object Technology Program Advisory Board.