



Zu3D



Time to Animate!

**ZuLogic makes its BETT Show debut to promote
Zu3D!**

Zu3D (stand SW160) is a new stop-motion animation software designed to meet the needs of teachers and children in our schools today. An intuitive, easy to use interface enables children to create high quality films easily and independently. This software provides a creative outlet for demonstrating knowledge and understanding across all areas of the curriculum. Zu3D has many clever features that make animation achievable for all.

One of the great things about Zu3D is that it gives children, and adults, the ability to make a complete film within one program. In Zu3D you can easily create an animated film with titles, credits, subtitles, narration, sound effects and music. Within one resource you can create all these elements that before have had to be created in separate pieces of software and then collated in yet another. This makes a complicated process simple enough for young children without sacrificing any of the quality of a professional film. During the last twelve months we have seen children as young as 5 make a complete film in Zu3D within an hour of being introduced to the program. They have been buzzing because they have found something that they can do well, independently and without fuss. This software enables children to achieve results they are proud of without having to rely on others.

Come and talk to us at BETT to find out more and to see the software in action. If you cannot wait that long to see what we are about then you can download a free trial of Zu3D at www.zu3d.com

What is Zu3D?

Zu3D is a brand new piece of software for creating stop motion animations.

Developed in consultation with a professional animator trained by Aardman (the creators of Wallace

and Gromit) and primary school children.

It combines powerful features with a very intuitive and easy to use interface.

Works with any WebCam or DV Camera

Including Digiblues

Play back your animation whilst making it

You don't have to wait until you've finished

Dynamically adjustable frame rate

Slow down your film if you've made it too fast.

Onion skinning

Great for seeing how much you've moved your characters or for putting them back in place if you've knocked the over!

Delete frames

Delete any frames from your animation at any time - in case you accidentally take a picture of your hand!

Network Compatible

Works with all Windows networks - you don't have to go back to the same computer to continue working on your film.

Import music and sounds

Zu3D comes with a library of sound effects and music which can dramatically enhance your films. Also import your favourite music from your computer or record your own narration.

Multi-layered audio

Using a very simple drag-drop interface you can arrange your music and sound effects to create your very own audio visual masterpiece.

Cut, copy, paste and reverse sequences of frames

Copy and paste groups of frames to build up sequences of animation. Great for quickly animating repetitive actions such as blinking, waving etc.

Video Editing

Zu3D provides a 'movie maker' style interface allowing for easy editing of your animations!

Export to AVI & WMV

Turn your animation into a windows video file that can be shown on your interactive white boards, burnt onto DVD and even uploaded onto your website!

Publish on Zu3D.com

At the click of a button you can share you film with friends, family and the entire world on the moderated animation gallery at www.zu3d.com.

Who are ZuLogic?

ZuLogic originated as (and still is) a small ICT services company supporting home users, small business and most importantly primary schools. The founder of ZuLogic - David Henley - finished his MEng in Cybernetics & Computer Science in 2003 and returned to his parents' home in Kent determined to start his own business. Six years and a lot of hard lessons later ZuLogic now has 5 employees and provides regular ICT support to a dozen or so primary schools and hundreds of home users and small businesses in Kent & Medway. The company provides services from day to day fixing of PC problems to network installations, high quality low cost web design and more recently software development.

Where did the concept come from?

The core business of ZuLogic was only ever meant to be a solid basis from which more interesting things could unfold. David has always had a love of stop-motion animation and starting making films with his best friend Dicken Franklin when they were both still at primary school. Dicken went on to take a degree in animation and from there became a professional animator and has worked on projects such as the Wallace & Gromit Blockbuster - "The Curse of the Were Rabbit" and "Shaun the Sheep".

When David was at University his final year project, or thesis, involved the creation of a stop-motion animation studio. This combined software for the capture and processing of images from digital cameras and webcams and a robotic track upon which a camera could move, pan and tilt. Using the software it was possible to program movement sequences which were then automatically played back step by step as the animation was created. The software also used the technique of chroma keying (blue screening) and the theory of augmented reality to take real plasticine characters and place them in a 3D virtual world. The synergy of these two worlds was further enhanced by computer generated shadows of the plasticine characters cast across the virtual world. When demonstrating the software it was possible to place your hand in front of the camera, look on the screen, and see your hand entering a virtual world, casting a virtual shadow across that world - in real-time. This project was David's passion and obsession day and night for 12 months and it was a cold hard shock when he left University and was confronted with the real world issue of making a living. And so he began, almost reluctantly, the day to day business of ZuLogic ICT support.

Throughout the years of developing ZuLogic as a business David's passion for animation was not diminished, merely suppressed, as he took apart computers and created websites. However it had a habit of spilling out into the ICT clubs which had become a part of ZuLogic's school support package. Many a group of children have enjoyed an enthusiastic and exuberant introduction to animation before starting their term's work of bringing plasticine to life.

It was through these many ICT clubs that David developed a thorough knowledge of all the software, and the many combinations of software schools use to create animations and as the clubs went on and the children became more experienced David became more and more frustrated with what they had to work with.

And so he might have stayed..... if he hadn't unexpectedly found himself with a little spare time on his hands. In the Easter holidays of 2008 David and his fiancée were due to visit her parents in Spain.

The evening before they were due to leave he went to the drawer he had placed his passport in only to find it wasn't there. After scattering the drawers' contents in a frenzied search he asked his fiancée if she had done anything with the contents of the drawer... "No" she replied, looking slightly anxious, "Well... I only threw out a few old cards and things...." After many hours of searching the house, and the bins, they admitted defeat. The next morning the fiancée went to Spain and David stayed at home, for the first time in years with nothing he was actually supposed to be doing....

So he went into the loft... unearthed his project and set it up on the kitchen table. The next two weeks were spent in a glorious unsleeping, cursing blur as David resurrected the machine and the software. Soon he had it working again and as he viewed it through eyes tempered from hours of animating with children he started to see the potential. He lifted the very core from the original software and using the latest technology started to develop something new. Zu3D was born.

Through the regular ICT clubs David was able to test and develop the software specifically to the needs of pupils, teachers and the school environment. Every time a teacher or pupil asked "can it do this?" if the answer was "no" David would go home and add that feature to the development plan. When David saw a child get stuck, or not understand something, he work out why and tweak the interface and the software to make it easier. This process continued for a year before the first version was released, and it is still continuing now. The list of new features in the pipeline is ever growing and David's passion for animation is ever expanding. Expect many more exciting things from future versions of Zu3D!

Why should you come and see us at BETT 2010?

Since using this software with children in schools we have had a lot of very positive feedback about its visual appeal, ease of use and the fact that it promotes independent learning. Often children are learning so much and not even realising it at all, they are just having fun. They are also learning new skills that can be applied throughout the curriculum and developing abilities specific to making films. There are so many good things to tell you about Zu3D, what it can do, what we have already done and what we plan to do in the future.

Come along and see Zu3D in action at BETT, SW160. We would love to meet you and show you what we are all about.

To celebrate the launch of Zu3D and to commemorate our debut at BETT we will be offering a 10% discount on all site licences purchased at the show. We will also be running a prize draw giving you the opportunity to win a Zu3D site licence for your school.

In the meantime please visit the Zu3D website to see some example films made by children already using Zu3D in their schools and homes. Take time to trial the software and browse our gallery. The online gallery is one aspect of Zu3D that has received much praise from parents in particular as they like the fact that they can see what their children have been working on at school. They are also able to leave comments for their children to see and this can be shared with relatives overseas. The gallery can be used as an assessment tool and an online portfolio of work. It can also be used as a stimulus for new ideas by viewing and reviewing current films. As the site is moderated children have to think carefully about the comments they make and this leads to them leaving detailed and valid evaluations that have been carefully composed and worded. As a teacher it is great to be able

to leave feedback that parents can see so they can see that their child's work is viewed and valued by staff at school. It is also good for the children as having an audience is highly motivational. It ensures that they work hard and produce the best quality of work that they can.

We love an audience too – so please do come along to the stall and say Hello.