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GET ANIMATED!

Get animated!

What's this all about?

The world is in motion! NOTHING STOPS, 24/7 – but print?
Print has moved online and is now moving too!

In addition to photos, footage, and illustration, Zooid now adds life to your cartoons, your graphics... even your statistics.
Whether in Flash or HTML5, animation combines music, illustration, graphics, photos, footage and interactivity in one file
Indeed HTML removes the need for cumbersome Flash or Java plugins too.
And it is platform and browser agnostic, enabling interaction on any device.

Why should I care?

60% of people will more readily stay on a screen with motion than one with just text
Motion engages your audience
Interactivity can actively educate
Animated diagrams, charts and graphs produce clarity
An animated introduction produces click-throughs to more pages

Conclusion

Animation, interactivity and games are now more compelling than ever.
Production is now simpler and cheaper - and the results can be viewed anywhere.

Viewers of all ages now expect motion content - and animation may be your most effective means to achieve it.

Please contact us for further information.
Richard Philpott - ZOOID PICTURES LIMITED

Other related Zooid papers:

Copyright and IP + Due Diligence, Orphan works and Cheap Stock

Taking Care of Orphans

Demonstrating Due Diligence

Legacy & Integrity

Outsourcing, Offshoring & Outlaws

Orphan Works – new parents?

Illustration and © Pitfalls

Digital Economy, Copyright and You

When Rights go Wrong

When the Right image is Wrong

Let's all do the 'Copyright Hub' ?

Exploring the musical jungle

Yet More Orphans

Sound Again – the echo of music rights

Please call me on +44 20 7267 9990 if you would like to discuss any of the above

Richard Philpott



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be contented



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