- An Interview with Yves Guillemot -
President of Ubi Soft

Why is Ubi Soft developing a TV series?

Animated cartoons and video games are converging technologically in many ways. Video games are increasingly using artistic talent from the audio-visual industry (screenwriters, designers, storyboarders, producers), while the audio-visual world is becoming more and more interested in the new technologies (*Antz, A Bug's Life, etc.*).

Developing a TV series just strikes us as a logical extension of this convergence. **To make the pilot, we called on experts from both worlds: the video game industry,** (graphic artists, modellers, animators, etc.), **but also the animated cartoon industry** (screenwriters, producers, animation directors).

Moreover, **Rayman is already a popular and well-known trademark.** Extending it to animated cartoons **strengthens its image even more.**

Excerpts from the pilot have already been shown on several occasions. How has it been received so far?

The entire television industry was **unanimous in its enthusiasm** for the pilot. The originality of the characters, the picture quality, and the warm rendering, "despite the 3D modelling", were all applauded by the critics.

Has the series sold?

Concrete discussions are under way with top-notch European and American partners.
Moreover, **we are currently studying several offers guaranteeing a large part of the expenses.**

Will the series really contribute anything concrete to video games, and vice versa?

Yes, **strong synergies exist between the game and the series.**

Thanks to 3D technology, **many elements (animations, settings, characters, etc.) will be recycled and used in Rayman game sequels.** And the series' story lines are a great source of inspiration for designers of future Rayman games.

In addition, **the series gets a boost from the name recognition of Rayman's character**, **while sharply increasing it.** The broad licensing programme we have planned will also contribute to this effect.

Do you plan to make an animated movie?

For now, we have no plans along those lines, but **the technologies used to produce the series are perfectly compatible with the production of feature-length films.**

- An Interview with François Pétavy -
Producer of the Rayman, The TV Series

What tools are you using to develop the series?

The settings, characters… **Everything is being created on PCs,** using traditional graphics software (3D Studio, MAX, Adobe Photoshop, etc.). To animate the characters, we use a software program we entirely created in house.

What makes this series different from other, existing 3D animated series?

Until now, the emotion we used to find in animated films was not present in TV series.
On the contrary, with Rayman, The TV Series, we show for the first time ever in a cartoon series, that it's possible to do **3D that has real warmth** (materials, character's expressions, etc.)
What's more, our series features **a character that is already well known and loved by the general public: Rayman!**

Where will the series be created?

The pilot was created in France and that will also be the case for the first episode.
For the whole of the series, the **French teams** will be responsible for design (colours, textures, etc.), a portion of the scenario, the storyboard, the layout and post-production (sound, etc.). The **Canadian teams** will handle the actual production work (animation, set modelling, integration of characters and rendering). All of the work will be done in collaboration with **American partners** for the script.
In all, **over 50 people, divided up among Canada, the United-States and France**, will at first work on the series. **And within a year, this number will be brought to 100.**

Why did you opt to develop 26 episodes of 13 minutes?

It's just a start. During production, we will be able to build up to 26 X 13 minutes or more, depending on our agreements with partners.