



imagineer systems
next-generation vfx tools

Media Contact:

Kevin M. Bourke, BourkePR

+1.781.545.7449

kbourke@bourkepr.com

For Immediate Release

Imagineer Systems Builds on Success of New Market Strategies; Customer Base Grows More than 300%

New Focus Targets Real-World Requirements of Entire Post Community, Placing Sophisticated Planar Tracking Technology within Reach of Editors, Colorists and VFX Artists

Adobe CS4 Customers Upgrade to mocha for After Effects v2 for Advanced Rotoscoping Tools

GUILDFORD, UK (July 28, 2009) -- Since formalizing its plans earlier this year to develop and deliver new, innovative and accessible desktop VFX tools, Imagineer Systems (www.imagineersystems.com) is reporting it has expanded its customer base by more than 300%. Moving forward in the second half of 2009, the Company is forecasting consistent month-to-month growth as a direct result of its accelerated development schedule for new and updated desktop VFX solutions.

“While these growth numbers are a solid indication that we’re on the right track with our product strategy, it’s the direct customer feedback that we are watching even more closely,” said Ross Shain, chief marketing officer for Imagineer Systems. “Our goal is to put the power of our planar tracking technology into the hands of as many users as possible. Planar tracking can be used in many ways beyond specific visual effects tasks; with the **mocha for Final Cut** product, we are finding editors and colorists taking advantage of tracking and matting tools to increase efficiency with less keyframes. Helping users to be efficient and more creative is our ultimate goal.”

With **mocha for Final Cut**, Imagineer Systems has reached a new customer base by introducing a very affordable tracking and roto tool that allows Final Cut editors and Apple Motion artists to do more advanced work within the Final Cut Studio toolset.

Key to the success of Imagineer Systems' new strategy is the **mocha** family of desktop VFX applications, most notably the recent release of such solutions as **mocha for After Effects v2**, **mocha for Final Cut** and line of **mocha shape** applications.

“The new **mocha** family has essentially given us a platform to quickly develop new solutions that customers are clamoring for. **mocha for After Effects v2** and the **mocha shape** plug-in are a perfect example. **mocha** is quickly becoming the go-to tool for all tracking and roto tasks in the After Effects community” continued Shain. “**mocha for After Effects v1** is bundled with Adobe CS4, so we want to provide enhancements worth upgrading for such as variable feathered edge matte creation tools and export added in version 2.”

Jack Tunnicliffe of Java Post Production recently brought **mocha for After Effects** into his VFX workflow. Tunnicliffe added:

“Recently I had to track a CG film strip that contained different images. The goal was to replace the images in the film frame with new images. The CG film frame moved towards the camera and then continued past with significant perspective change to the images. I knew this would be a near impossible task for any tracker, but I was able to pull it off with **mocha for After Effects**. Just for fun, I tried the very same project with another planar tracker, as well as with a good 4 point pixel tracker. Both failed miserably. Since that day I have been convinced that **mocha** has the best planar tracker on the planet. There really is no other planar tracker like the one developed by Imagineer Systems.”

Making the Move to mocha for After Effects v2

Tunnicliffe continued, “My personal experience is with **mocha for After Effects v1**, and now **mocha for After Effects v2**. **mocha for After Effects v2** brings some powerful new features that I was crying out for in version 1. While I was able to attain excellent tracks with **mocha for After Effects v1**, my small disappointment when compositing in After Effects was the lack of motion blur. **mocha for After Effects v2** has resolved this and now motion blur information is available to make the composite as close to perfect as possible.”

The arrival of **mocha shape** for After Effects simplified Tunnicliffe's workflow even further. He adds:

“It is very inexpensive to add **mocha shape for After Effects** which allows **mocha** roto data to be exported into After Effects. In 15 years of using After Effects, my number one feature request was variable mask feathering, as it is impossible to do perfect composites without this feature at times. Now, at last, variable mask feathering is available when using **mocha shape for After Effects**.”

The Company recently announced a series of new product updates to its entire **mocha** family of desktop planar tracking tools, as well as to **motor**, its powerful desktop roto station: **mocha for Final Cut v2**, **Full mocha v1.5** and **motor v1.5**. With these new releases, Imagineer Systems

has integrated seamless connectivity between its mocha and motor families of desktop VFX solutions. Specifically:

- **mocha for Final Cut v2** now exports to **mocha shape for Final Cut**;
- **mocha v1.5** now exports roto shapes to **mocha shape for Final Cut** and **mocha shape for After Effects**;
- **mocha 1.5** also adds tracking export for Final Cut Pro, Final Cut Express and After Effects (CS3 and CS4);
- **motor 1.5** now exports roto shapes to **mocha Shape for Final Cut** and **mocha Shape for After Effects**.

Pricing and Availability

mocha shape for Final Cut, **mocha for Final Cut v2**, **mocha v1.5** and **motor v1.5** are all available immediately and are priced as follows:

- **mocha shape for Final Cut**: \$99.00 US
- **mocha for Final Cut v2**: \$199.00 US
- **mocha v1.5**: \$995.00 US
- **motor v1.5**: \$495.00 US

mocha for After Effects v2 and **mocha shape for After Effects** are also available immediately and are priced as follows:

- **mocha for After Effects v2**: \$199.00 US
- **mocha shape for After Effects**: \$99.00 US

For more information on these solutions or to place an order, please visit www.imagineersystems.com.

About Imagineer Systems

Imagineer Systems is the award winning creator of planar tracking technology, an industry-unique tracking innovation optimized for compositing and rotoscoping. With its **mocha**, **monet** and **mokey** families of desktop VFX software solutions, Imagineer delivers affordable and practical VFX tools for independent digital artists, while also offering sophisticated compositing, roto and tracking capabilities ideal for boutique agencies, facilities and major Hollywood studios. For more information, please visit www.imagineersystems.com.