



imagineer systems
next-generation vfx tools

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Imagineer Systems Announces its Second Annual Video Tutorial Contest

*Taps VFX, Editorial Community with Challenge to Create New Series of Tutorials for
Imagineer Systems VFX Tools; Winner Takes Home Full Portfolio of
Imagineer Systems VFX Solutions*

GUILDFORD, UK (August 4, 2009) Imagineer Systems (www.imagineersystems.com), creators of next-generation VFX tools, today announced the Second Annual Video Tutorial Contest, again extending a challenge to Imagineer Systems customers and the entire VFX, content creation and post production community, to create the next great series of video tutorials for Imagineer Systems VFX tools. Continuing its spirit of listening to, and learning from its customers, the Company is challenging users to create video tutorials that best educate new users of Imagineer VFX solutions on the workflow features of its tools.

The winners will be judged on content, video quality, technical quality of audio and video and instructional clarity and completeness. Additionally, the top winner will receive a comprehensive Imagineer Systems VFX software suite which includes:

- One seat of mocha (full version) valued at \$995;
- One seat of monet, valued at \$2,995;
- One seat of mokey, valued at \$2,995;
- One seat of mocha shape for After Effects, valued at \$99;
- One seat of mocha shape for Final Cut, valued at \$99

Winners will be formally announced by the Company to the industry press, and the winning entry will be highlighted on www.imagineersystems.com.

Ben Heusner of Curious Turtle (<http://www.curiousturtle.com>) took home the coveted prizes from the first tutorial contest last summer and had this to say about his experience:

“Winning the contest last year was fantastic on a number of levels. Obviously the prize was great, and I've been able to utilize the prize software on a number of projects this past year. More importantly though, creating the tutorials inspired me to think about mocha in different ways. Explaining features in a concise way ensures you think about your workflow, and question whether you're working efficiently. Since the contest, I have produced two full video training series through Curious Turtle, *Rock Steady : Successful Motion Tracking in Mocha & After Effects* and *Tracked : The Art of Motion Tracking in Mocha for Final Cut*. It's also been a great way to cultivate personal relationships with the good folks at Imagineer Systems and get the occasional beer in the pub from people who got help from the videos.”

Contest Details

The Imagineer Systems Video Tutorial Contest is open to everyone, and participants must follow these guidelines:

- Video Tutorial Topics/Products: Imagineer Systems' mocha, mocha for After Effects, mocha for Final Cut, mocha shape plug-ins, motor, monet, mokey. Topics may cover motion tracking, rotoscoping, rig removals or stabilization and can be designed for beginning or advanced users.
- Format: Participants should use screen recording software, such as Screen Flow, Camtasia or iShowU;
- Files: Video files should be compressed for good viewing resolution, e.g., Quicktime H. 264;
- Deadline: All entries must be submitted to Imagineer Systems by September 15th, 2009
- For detailed information on contest rules and technical specs please visit: www.imagineersystems.com/contest

Winners will be announced in late September.

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.