



imagineer systems
next-generation vfx tools

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Imagineer Systems Announces Immediate Availability of *motor*

- motor Extends Powerful, High-End Visual Effects Design Capabilities to Affordable, Accessible Rotoscoping Design Tool for the Digital Media Design Community -

GUILDFORD, UK (February 27, 2007) Imagineer Systems (www.imagineersystems.com), creators of next-generation VFX tools, announced today the immediate availability of **motor**, the Company's first offering in its new initiative to deliver sophisticated, high-end visual effects and design capabilities to mainstream visual effects artists.

Specifically designed to be more affordable and accessible to a wider range of effects artists, **motor** delivers a unique approach to rotoscoping for high quality matte production for commercial, film and corporate video post production. **motor** is built on Imagineer's industry-unique 2.5D planar tracking and Spline technology – an advanced design technology previously only afforded to high-end visual effects design tools.

“When our visual effects designers at BFX Imageworks first tested **motor**, it was a mind-blowing experience. Projects that were taking days to complete were now turning around in hours,” said Steven Blasini, visual effects supervisor at BFX Imageworks in Los Angeles. “As a rotoscoping tool, **motor** stands alone with its planar tracker that literally blows all other ‘point’ trackers out of the water. It not only tracks X & Y motion, it also tracks perspective, and it does so on entire regions of the frame, without having to isolate individual tracking points. And considering it's tracking regions and not points, we were amazed at how fast it is. We're convinced that **motor** will completely pay for itself with the first project you use it on. It is an invaluable tool for our studio and we could not give it a higher recommendation!”

“**motor** represents a significant step toward democratizing advanced design tools for the entire visual effects community, regardless of platform or budget,” said Allan Jaenicke, chief executive officer of Imagineer Systems. “We've adapted some of our most exclusive, sophisticated planar tracking technologies and integrated them into a powerful companion application for designers on a wide array of compositing platforms. With **motor**, Imagineer is making it possible for design shops of any size or budget to create stunning, evocative content with a new category of accessible and affordable tools.”

motor: High-End Power and Flexibility in An Accessible Companion Product

The software engineering team at Imagineer Systems has tapped into the Company's signature high-end visual effects technologies to create capabilities in **motor** previously only found in very high end visual effects tools.

- **Dedicated Rotoscope Software:** **motor** is a dedicated rotoscope application with sophisticated Spline tools not available in traditional compositing applications. **motor** is designed exclusively for rotoscoping.
- **Tracking:** The planar tracker in **motor** is an advanced tracking algorithm rooted in Imagineer's high-end compositing and removal software.
- **Accelerated Rotoscope:** **motor** enables users to rotoscope footage three to four times faster than with traditional tools. Unique integration between the tracker and rotoscope capabilities yields higher quality matte production with stunning details in significantly less time. This streamlined, accelerated workflow translates to high efficiency and cost savings in an increasingly competitive and time constrained environment for designers.
- **Broad Compatibility:** **motor** complements users' existing investments in post production hardware and software with seamless compatibility with industry-popular design platforms such as Autodesk discreet, Avid DS, Adobe After Effects, Quantel generationQ, and Apple Shake.

Pricing and Availability

motor is available immediately and in the following pricing configurations*:

- **motor** single-user nodelocked license \$1,595
- **motor** 3-user cross-platform floating license \$2,995
- **motor** 5-user cross-platform floating license \$3,995
- **motor** 10-user cross-platform floating license \$6,995

All Imagineer Systems visual effects solutions are available through its global network of authorized resellers. **motor** is also available for purchase online directly from the Imagineer Systems web site. For more information on how to purchase **motor**, please visit www.imagineersystems.com.

*Note: All pricing information is listed in US currency.

About Imagineer Systems

Imagineer Systems Ltd innovates and markets next-generation visual effects solutions for film, video and broadcast post production and have made their mark on such marquis Hollywood blockbuster productions as Casino Royale, Pirates of the Caribbean and Harry Potter. Imagineer's product line consist of **monet**TM - placement station, **mokey**TM - removal station, **motor**TM - roto station, **mofex**TM - plug-in for Shake and **moxel**TM - standards station. Imagineer Systems was founded in 2000 and its headquarters is located in Guildford, United Kingdom. For more information visit www.imagineersystems.com

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