



imagineer systems
next-generation vfx tools

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NAB 2007 Booth #SL729

**Imagineer Systems Showcases Family of Sophisticated
Visual Effects Design Tools at NAB 2007**

*- motor Makes Industry Debut at NAB; New Versions of monet and mokey Emphasize
Value to the VFX Workflow -*

GUILDFORD, UK (April 3, 2007) Imagineer Systems (www.imagineersystems.com), creators of next-generation VFX tools, announced today that **motor** – its recently announced dedicated rotoscoping tool – will make its industry debut at NAB 2007 in Las Vegas later this month. In its booth #SL729, Imagineer Systems will demonstrate to NAB attendees **motor**'s unique approach to rotoscoping for fast, high quality matte production for commercial, film and corporate video 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.

Imagineer Systems will also demonstrate for NAB 2007 attendees the latest versions of its industry-popular VFX tools, **monet** and **mokey**. With such blockbuster credits as Casino Royale, Pirates of the Caribbean and the Harry Potter series, **monet** and **mokey** are securing positions among Hollywood's elite visual effects artists as highly-valuable solutions that provide significant creative freedom to their VFX workflow.

“NAB 2007 is our opportunity to meet with our customers from around the world and share with them in person all the exciting new developments from Imagineer,” said Allan Jaenicke, chief executive officer of Imagineer Systems. “We're taking great strides to leverage the innovative VFX technologies that have become the signature of Imagineer and extend those capabilities to more accessible, affordable VFX tools for all our customers. We're here at NAB 2007 to demonstrate the value we're contributing to the VFX workflow.”

Thomas Tannenberger, visual effects supervisor of Gradient Effects (www.gradientfx.com), an independent visual effects company in Venice, CA specializing in feature film effects creation and post-production, is an avid user of Imagineer Systems solutions, and recently has embraced **motor** as his rotoscoping tool of choice. Tannenberger had this to say about **motor**:

“**motor** is the kind of [visual effects] tool that makes you scratch your head and wonder how you ever did without it!”

resolution, the finishing division of Santa Monica-based Union Editorial, has transformed its visual effects workflow with Imagineer Systems’ **monet**. Commenting on the impact Imagineer Systems has had on its high profile client work, visual effects supervisor Todd Iorio had this to say:

“**monet** has really impacted our workflow. Extensive tracking that used to tie up a high-end compositing suite can now be done much more cost effectively and with greatly improved results. Imagineer Systems' products add a lot of value to our visual effects pipeline. Our ability to offload roto, rig removal, tracking, all in a unified user interface, allows us to deliver a significantly better product to our clients.”

What’s New at NAB 2007

Product specialists from Imagineer Systems will be available to NAB 2007 attendees to demonstrate key new features of its family of next-generation visual effects tools, including:

motor:

- **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.

Imagineer Systems will also be demonstrating new advancements with its flagship VFX solutions, including **monet** and **mokey**.

monet is an advanced VFX toolset for inserting 2D elements into moving footage. Its renowned Planar Tracker and AdjustTrack toolset provides VFX artists with the industry’s most sophisticated 2D tracking capability. **monet** generates numerous elements, such as inserts, shadow and highlight passes, for compositing and complements well existing compositing, editing and film restoration solutions

mokey is Imagineer Systems’ advanced wire and rig removal toolset for VFX artists. **mokey** generates numerous elements, such as patches, background and stabilization passes and also complements existing compositing, editing and film restoration solutions.

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™** - placement station, **mokey™** - removal station, **motor™** - roto station, **mofex™** - plug-in for Shake and **moxel™** - 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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