



**imagineer systems**  
next-generation vfx tools

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## **Imagineer Systems Taps VFX Industry Veteran for Next Gen VFX Tools Division**

*VFX Design Specialist CE Raum Joins Imagineer Systems' New Division; Tapped as Key Designer for Next Generation VFX Tools Development*

**GUILDFORD, UK (October 9, 2007)** Imagineer Systems ([www.imagineersystems.com](http://www.imagineersystems.com)), creators of next-generation VFX tools, today announced the Company is achieving significant milestones for its newly formed NextGen VFX Tools division and has tapped industry veteran, CE Raum to join Imagineer Systems' newest division. In his new role, Raum will leverage his nearly 20 years experience in the visual effects design industry to help drive the development of Imagineer's next generation VFX architecture.

"Imagineer Systems is aggressively executing our new mission, including successfully attracting the industry's finest talent to help us evolve VFX architectures and applications to entirely new levels," said Allan Jaenicke, chief executive officer of Imagineer Systems. "CE Raum joins us at a momentous time, as the Company is beginning to turn ideas and concepts into innovative new solutions that visual effects artists worldwide are clamouring for."

Prior to joining Imagineer Systems, CE Raum was the senior visual effects artist and supervisor at R!OT, a creative broadcast design studio specializing in editorial, visual effects and sound design. With extensive experience in editing, compositing, animation and design, Raum is credited with creative exploration of challenges that yielded viable, successful solutions. As a creative leader with R!OT, Raum was responsible for the development of strategic – and visually immersive – campaigns for Cingular, Delta Airlines and Coca-Cola, as well as promotional materials for TBS, TNT and CNN. A graduate of Georgia State University, Raum has also held positions with EditWorks, and Digital Revolution, where he began his career as a visual effects artist while working on music videos for such artists as Pink, Kid Rock, Ricky Martin and 98 Degrees.

Imagineer Systems has tapped Raum to help drive design and development of the Company's newest VFX platform and applications development initiatives, leveraging his intimate knowledge of industry-popular visual effects tools and workflows.

### *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**<sup>™</sup> - placement station, **mokey**<sup>™</sup> - removal station, **motor**<sup>™</sup> - roto station, **mofex**<sup>™</sup> - plug-in for Shake and **moxel**<sup>™</sup> - standards station. Imagineer Systems was founded in 2000 and its headquarters is located in Guildford, United Kingdom. For more information visit [www.imagineersystems.com](http://www.imagineersystems.com)

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