



imagineer systems
next-generation vfx tools

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Imagineer Systems Launches Back to School Campaign; Powerful Tracking, Roto Tools Top School Supply List for Students and Schools

Back to School Campaign Targets Students with Significant Incentives to Help Expand VFX Skill Sets, Add Imagineer Systems to Students "VFX Tool Box"

GUILDFORD, UK (September 2, 2008) Imagineer Systems (www.imagineersystems.com), creators of next-generation VFX tools, wants to make the 2008 Back-to-School season an exciting one for students and educational institutions. Today, the company has launched an aggressive back to school campaign designed to expand students' VFX skill sets -- and their tool boxes -- by offering significant incentives for them to acquire Imagineer's industry popular planar tracking, roto and rig removal tools.

With this announcement, Imagineer Systems is offering student discounts of up to 90% on its entire family of VFX solutions, including:

motor: A dedicated rotoscoping tools that leverages Imagineer's powerful 2.5D planar tracking technology that enables artists to position, rotate, scale, shear and perspective-shift roto splines;

mocha: The Company's standalone tracking station that also leverages Imagineer's advanced 2.5D planar tracking technology to simplify and significantly accelerate the tracking and rotoscoping workflow for VFX artists;

monet: Imagineer's popular 2.5D tracking and element replacement tool;

mokey: Another of Imagineer's highly popular VFX solutions, mokey provides fast, high quality tracking, wire and rig removal, keying, image stabilization, noise reduction and film grain management.

"We remain committed to empowering the industry's next generation of film makers, video editors and visual effects artists with the skill sets and the tools they need to unleash their creativity and flex their design talents," said Allan Jaenicke, chief executive officer of Imagineer

Systems. “As new tools and technologies continue to emerge in our marketplace, we want to ensure that the talent of tomorrow has access to some of industry’s most popular, powerful visual effects tools on the market. By removing the obstacles and making access to those tools that much more affordable, we’re ensuring that the designers of tomorrow are not only well equipped, but well steeped in the kind of advanced VFX technology that will help them compete in a highly competitive marketplace.”

To take advantage of this special student offer, students with a valid school ID can request their discount information by by contacting Imagineer System at <http://www.imagineersystems.com/company/contact/>.

About Imagineer Systems

Imagineer Systems Ltd innovates and markets next-generation visual effects solutions for film, video and broadcast post production markets. In response to a groundswell desire for a more innovative approach to VFX, Imagineer Systems has developed an entirely new VFX architecture, one that embraces better integration, collaboration, performance and feels like an extension of the creative thought process – mogul. Imagineer Systems has made its mark on such marquis Hollywood blockbuster productions as Casino Royale, Pirates of the Caribbean and Harry Potter. Imagineer’s product line consists of **monet**[™] - placement station, **mokey**[™] - removal station, **motor**[™] - roto station, **mocha**[™] - tracking station and **mofex**[™] - plug-in for Shake. Imagineer Systems was founded in 2000 and its headquarters is located in Guildford, United Kingdom. For more information visit www.imagineersystems.com. For more information on mogul, please visit www.mogulvfx.com.

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