



imagineer systems
next-generation vfx tools

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Imagineer Systems Showcases Newest VFX Desktop Tools at Siggraph 2008

*Customer Feedback Drives Improvements to mocha, monet, mokey, motor;
Showcased in the Plugin Pavilion*

GUILDFORD, UK (July 29, 2008) Imagineer Systems (www.imagineersystems.com), creators of next-generation VFX tools, today announced its presence at Siggraph 2008 in Los Angeles the week of August 12 - 14, 2008 in the Plugin Pavilion (Booth #1536) at the Los Angeles Convention Center. During the show, representatives from Imagineer Systems will showcase newly released versions of the Company's highly-popular VFX desktop tools, such as **mocha**, **motor**, **monet** and **mokey**.

"As Siggraph continues to expand its reach into the VFX and post production market, we feel the timing is perfect to add a new venue for us to meet with customers and share with them the latest developments with our VFX tools," said Allan Jaenicke, chief executive officer of Imagineer Systems. "We're also very pleased to be able to come to Los Angeles, where some of the industry's most talented VFX artists reside, and show them first-hand how our desktop tools can significantly enhance their VFX workflow."

Many customers are sharing their excitement over the significant workflow improvements they've seen since they've added Imagineer Systems to their VFX tool box. Jon Fitzsimmons of Crimson Wolf Productions had this to say about Imagineer's newest addition to its product portfolio, **mocha-AE**:

"**mocha AE** has made my life much much easier so far on a recent project. There were about 120 shots of monitors, phones, etc. in this film that need something comped in. I've been doing it with Syntheyes up until now, which was great for adding Maya elements, but not so great for screen composites. **mocha-AE** has made one of my most difficult shots possible!"

Imagineer Systems will join its industry colleagues in the popular Plugin Pavilion (Booth #1536) to demonstrate the newest versions, announced this month, for customers. The Company will

also offer Siggraph attendees special show pricing and discounts from the show floor. More details will be available at the Imagineer Systems booth. Imagineer Systems tools available at Siggraph for demonstration and purchase include:

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;

mocha-AE: Imagineer's powerful, affordable new planar tracking tool developed specifically for Adobe After Effects artists and modelled after the Company's recently released standalone tracking solution, **mocha**.

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.

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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