



imagineer systems
next-generation vfx tools

Media Contact:

Kevin M. Bourke, BourkePR
+1.781.545.7449
kbourke@bourkepr.com

Imagineer Systems Launches ‘Tools & Tactics’ Seminar Series

New Media Hollywood and Imagineer Partner to Kick Off First LA Event; Focus on Newest VFX Technologies and Specialized Marketing Techniques to Effectively Compete

Los Angeles, CA (November 12, 2007) Imagineer Systems (www.imagineersystems.com), creators of next-generation VFX tools, today announced that it has formally launched a series of seminars designed to guide creatives through the challenges of effectively marketing their services through creative marketing and differentiation, while mastering the latest VFX tools and techniques. Dubbed the Tools & Tactics seminar series, Imagineer Systems has partnered with New Media Hollywood to officially kick off the first in this new series in Hollywood, California on November 29, 2007.

“Post houses and design agencies today are under increasing pressure as an onslaught of new VFX technologies continues driving creative standards ever higher, while client demands drive margins ever thinner,” said Allan Jaenicke, chief executive officer of Imagineer Systems. “Imagineer Systems and New Media Hollywood have assembled the industry’s foremost experts and innovations in an unprecedented series of events designed to teach our customers the Tools & Tactics to compete, and creatively excel in an evolving marketplace.”

Imagineer Systems Tools & Tactics seminar series are free events and plan to cover a range of topics valuable to VFX artists from large post houses and design agencies, to boutique shops and independent designers.

Attendees can register for the event by visiting:
<http://www.imagineersystems.com/company/events/entry/>.

Future events will be announced at a later date.

The Agenda

When: November 29, 2007
Two Sessions: 10:00 am or 2:00 pm
New Media Hollywood
6150 Santa Monica Blvd.
Hollywood, CA 90038

The Tools:

Learn time and money saving new VFX tools and workflows leveraging the industry's newest innovations:

- Imagineer Systems mocha, mocha-AE, mokey
- Adobe After Effects CS3
- The latest hardware platforms from Apple

The Tactics:

VFX design and marketing experts will walk attendees through proven, step-by-step formulas for growing business through highly differentiated services. With special presentations from:

- Billy Woody, Imagineer Systems
- After Effects CS3 Experts from Adobe Systems
- Scott Taylor, FastPath Coaching, Author of "Selling Post"

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. 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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