



**imagineer systems**  
next-generation vfx tools

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**For Immediate Release**

**Imagineer Systems Expands mocha Family of Planar Tracking Solutions  
for the Desktop with Series of New Releases;  
Announces New ‘mocha shape for Final Cut’**

*mocha shape for Final Cut Imports Roto Shape Data from Imagineer Systems Solutions;  
mocha for Final Cut v2, mocha v1.5 and motor v1.5 Provide Seamless Roto and Shape Export  
to mocha for Final Cut, mocha for After Effects*

**GUILDFORD, UK (June 24, 2009)** -- Imagineer Systems ([www.imagineersystems.com](http://www.imagineersystems.com)) today announced the culmination of an aggressive product development cycle with the release of a powerful new VFX plug-in for Final Cut Pro users - **mocha shape for Final Cut**. Designed to import rotoscoping shape data exported from **mocha** into Final Cut, **mocha shape for Final Cut** enables Final Cut Pro users to easily import multi-layer shape data with variable, per point edge feathering. This new development significantly saves render time and improves the workflow between Imagineer’s **mocha** family of desktop VFX products and Final Cut Pro.

“For years, Final Cut editors have asked for better masking tools to perform tasks such as isolated color correction and the blurring of objects,” said Ross Shain, chief marketing officer for Imagineer Systems. “The new **mocha shape** FxPlug, combined with **mocha for Final Cut** offers an affordable and easy to learn solution. Now editors, can quickly track masking shapes to objects, import the XML data and finish their shot within Final Cut rather than another finishing software.”

The Company also announced today a series of new product updates to its entire **mocha** family of desktop planar tracking tools, as well as to **motor**, its powerful desktop roto station: **mocha for Final Cut v2, mocha v1.5** (full version) **and motor v1.5**. With these new releases, Imagineer Systems is integrating seamless connectivity between its mocha and motor families of desktop VFX solutions.

Specifically:

- **mocha for Final Cut v2** now exports to **mocha shape for Final Cut**;
- **mocha v1.5** (full version) now exports roto shapes to **mocha shape for Final Cut** and **mocha shape for After Effects**;
- **mocha v1.5** also adds tracking export for Final Cut Pro, Final Cut Express and After Effect (CS3 and CS4);
- **motor v1.5** now exports roto shapes to **mocha shape for Final Cut** and **mocha shape for After Effects**.

This series of new product developments and upgrades is a direct result of the Company's continued commitment to extend its powerful planar tracking technology to the desktop and provide affordable, accessible VFX solutions for the entire marketplace - from freelancers to Hollywood studios.

### ***Pricing and Availability***

**mocha shape for Final Cut, mocha for Final Cut v2, mocha v1.5** and **motor v1.5** are all available immediately and are priced as follows:

- **mocha shape for Final Cut:** \$99.00 US
- **mocha for Final Cut v2:** \$199.00 US
- **mocha v1.5** (full version): \$995.00 US
- **motor v1.5:** \$495.00 US

For more information on these solutions or to place an order, please visit

[www.imagineersystems.com](http://www.imagineersystems.com).

### ***About Imagineer Systems***

Imagineer Systems is the award winning creator of planar tracking technology, an industry-unique tracking innovation optimized for compositing and rotoscoping. With **monet**, **mokey** and the **mocha** family of desktop VFX software solutions, Imagineer delivers affordable and practical VFX tools for independent digital artists, while also offering sophisticated compositing, roto and tracking capabilities ideal for boutique agencies, facilities and major Hollywood studios. For more information, please visit [www.imagineersystems.com](http://www.imagineersystems.com).