



imagineer systems
next-generation vfx tools

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For Immediate Release

Imagineer Systems Takes mocha to New Speed and Performance Levels in Latest Release

New mocha Release Boosts Tracking and Rendering Performance By 30%; Delivers Even More Streamlined Workflow, Simplified Export to Nuke

GUILDFORD, UK (June 7, 2010) -- Imagineer Systems (www.imagineersystems.com) today announced that it has continued aggressive development of its flagship planar tracking and roto station, **mocha**, resulting in a point release (**mocha v2.0.1**) boasting greater than 30% application performance level increases, more interface improvements and further simplified export to Nuke.

Since **mocha v2** made its industry debut in April at the NAB 2010 exhibition in Las Vegas, the Imagineer Systems development team has been in constant contact with customers, feeding additional user input directly into further optimizing the mocha product code base to deliver significant performance and workflow gains.

"**mocha** is quickly becoming our most popular product to date," said Ross Shain, chief marketing officer for Imagineer Systems. "Customers who upgrade to the full version of **mocha v2** are absolutely loving the new, improved interface and the increased performance of our powerful planar tracking engine. The major speed improvements for both OSX and Windows now mean that VFX artists, designers and content creators can solve the most difficult tracking tasks in even less time. They tell us that the upgrade to **mocha v2** practically paid for itself in one project!"

Built on Imagineer's award-winning 2.5D planar tracking technology, **mocha** has earned a reputation in Hollywood and throughout the VFX industry as an innovative must-have solution for solving complex, labor-intensive tracking and roto challenges and has quickly become the

industry's most popular and powerful stand alone tracking and roto station with over 25,000 registered users worldwide.

What's New in mocha v2.0.1

In addition to the greater than 30% application performance gains in **mocha**'s planar tracking engine, roto speed and rendering times, and a further simplified export workflow to Nuke, **mocha** v2.0.1 also includes all the advancements and benefits of **mocha** v2, such as:

- *64 bit Architecture:* Re-engineered for 64-bit operating system support
- *Improved User Interface:* New icons and streamlined interface make mocha even easier to learn and master;
- *Improved Licensing Activation:* mocha users can now easily activate and deactivate licenses for use on multiple systems;
- *Stabilize and Smooth Module:* Smooth jittery camera footage or lock down shots for effects plates;
- *OpenGL Acceleration:* Hardware rendering of mattes with motion blur;
- *Nuke 6.0 & Nuke X support:* Copy and paste RotoPaint and CornerPin nodes from mocha directly into Nuke;
- *Apple Motion support.*

Pricing and Availability:

mocha v2.0.1 supports Mac OS X, Windows and Linux. Pricing is as follows:

- *Upgrade pricing:* Upgrades to mocha v2 for existing owners of any Imagineer product are priced at \$499 for nodelocked licenses.
- New nodelocked licenses are priced at: \$1095
- Cross platform floating licenses are also available at additional cost.

For more information, please visit www.imagineersystems.com.

About Imagineer Systems

Imagineer Systems Ltd innovates and markets next-generation visual effects solutions for film, video and broadcast post production markets. Imagineer Systems has made its mark on such marquee Hollywood blockbuster productions as Alice in Wonderland, Iron Man 2, Shutter Island, Invictus, G-Force and the Harry Potter series. Imagineer's desktop product line consists of **monet** - placement station, **mokey** - removal station and the **mocha** family of tracking and roto products: **mocha**, **mocha for After Effects** and **mocha for Final Cut**. Imagineer Systems was founded in 2000 and its headquarters is located in Guildford, United Kingdom. For more information visit www.imagineersystems.com.