



imagineer systems
next-generation vfx tools

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Imagineer Systems Targets NAB 2008 for Significant VFX Platform Launch, Partnership and Product Update Announcements

Highly Anticipated mogul Debuts at NAB Press Conference; mocha-AE Debuts in Adobe's Booth; mocha Now Exports to Nuke 5

LAS VEGAS, NV (April 7, 2008) Imagineer Systems (www.imagineersystems.com), creators of next-generation VFX tools, will leverage its presence at NAB 2008 in Las Vegas (April 14 – 17, 2008) to showcase the culmination of a number of strategic initiatives aimed at the visual effects software industry, including the launch of major new collaborative VFX architecture. Imagineer Systems will also highlight a number of initiatives designed to support its customers and partners, including a strategic relationship with The Foundry, and demonstrations of mocha-AE in the Adobe booth #SL3220, signalling a new level of collaboration with the creators of Adobe After Effects.

The following summarizes Imagineer Systems' activities throughout NAB 2008:

mogul Press Conference

When: Monday, April 14 2008 at 12:30 p.m.

Where: Imagineer Systems **Booth #SL12405**

Who: Imagineer Systems' CEO, Allan Jaenicke

Why: The press, analyst and influencer community are invited to join Imagineer Systems as Mr. Jaenicke unveils the Company's newest initiative in the VFX industry; mogul, an entirely new and open, collaborative VFX architecture. Following a brief presentation from management, a mogul demonstration and Q&A session will follow.

Private briefings for customers and partners are also available and can be arranged in advance by visiting www.mogulvfx.com.

mocha-AE in the Adobe Booth

mocha-AE, Imagineer's powerful planar tracking tool designed for Adobe After Effects artists, will be available for demonstration in Adobe's booth #SL3220. **mocha-AE** is a stand alone 2D tracking tool for the After Effects community based on Imagineer Systems' unique 2.5D Planar Tracking technology.

The Foundry

Imagineer Systems is also announcing it has teamed up with another leader in the VFX software development marketplace, The Foundry UK (www.thefoundry.co.uk), to provide

visual effects artists with a streamlined, efficient solution to move planar tracking data between two of the industry's most powerful tools – Imagineer Systems' **mocha** and recently-announced Nuke 5 from The Foundry. The two companies have also entered into a marketing partnership agreement, in which The Foundry will offer a specially priced bundled version of Nuke 5 with **mocha**. Executives from Imagineer Systems will be on hand at NAB to demonstrate the benefits of this new agreement.

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 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

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