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Imagica Purchase monet for Competitive Edge

14 Nov 2005 - Imagineer Systems, the UK-based developer of the innovative **mokey**, **monet** and **mofex** visual effects tools, is pleased to announce the latest sale of its **monet** visual effects tool to Tokyo-based Imagica.

Imagica will be using **monet** in their commercial post production division, which relies heavily on 2D tracking. They needed a way to speed up the tracking process and improve quality and recognized **monet** as being the only accurate 2D tracking system available that would allow them to achieve this.

Commercial post production in Tokyo is a very competitive market. A lot of work involves tracking inserts into screens, replacing elements and so on. **monet** offers Imagica a way of doing this work without tying up an editing suite and will instead be used in a separate graphics suite, accessing the data over the network, which provides a very effective collaborative environment.

Imagica plans to use the solution mainly for compositing screen inserts in various TV, PC and mobile phone commercials as well as for handling difficult tracking shots where for example elements have to be tracked into a scene to hide rigs.

“Imagica is a very important customer in the Japanese market and we are very pleased that they have chosen a solution from Imagineer,” says Allan Jaenicke, Managing Director of Imagineer Systems. “We see the post production market becoming ever more competitive and Imagica’s decision to purchase **monet** to gain a competitive edge is very valid. To remain competitive you must be using the right tool for the job to meet the client’s expectations within their budget constraints.”

monetを購入した理由としては次の2点があります。

まず一つ目は、日本のCMを扱うポストプロダクションにとって2Dトラッキングは必要不可欠で精度の良いトラッキングを取るために現状のシステムでは満足が行く結果が得られない事が多いためです。精度の良いトラッキングを短時間でしかも良いクオリティーを保ちながら作業が行えるソフトが現時点でmonet しかなかった為です。

二つ目としては競合他社との差別化及び画面はめ込みやフェースの差し替え等の作業を編集室を拘束することなくスムーズに作業を行う環境作りのためです。

主にTV画面やPCの画面また携帯電話等の画面合成です。

また、撮影時の予期せぬ出来事（クレーンのレールばれ等の処理）をフォローするために利用します。

-ENDS-

About Imagineer Systems

Imagineer Systems Ltd focuses on research, development and marketing of productivity enhancing visual effects solutions for film, video and broadcast post production. The company was founded in 2000 and is based in Guildford, United Kingdom.

monet™ is a unique tracking and compositing toolset for commercial, film and corporate video post production work. Based on Imagineer's unique 2.5D planar tracking and shadow/highlight extraction technology it offers a cost effective, standalone solution for performing virtual product placement and complements traditional post production pipelines by delivering the highest quality 2D tracking data and graphical elements for finishing in other compositing and editing systems.

mokey™ offers an essential toolset for removing wires, rigs, logos, scratches, hairs and other undesired elements in commercial, film and corporate video post production work. Based on Imagineer's unique 2.5D planar tracking and background reconstruction technology it seamlessly removes elements and provides an excellent alternative to the painstaking, manual process of painting or cloning.

mfex™ is a unique set of plug-ins for Apple's Shake compositing software for manipulating elements being composited, supporting application of lens distortion, calculation and application of shadows and highlights, application of tracking marker filters, adaptive anti-aliasing filtering, warping, temporal median filtering and more.

For more information visit www.imagineersystems.com