

Contact: Allan Jaenicke, Imagineer Systems Ltd T: +44 1483 685 585 E: [ahj@imagineersystems.com](mailto:ahj@imagineersystems.com)

## **New Products and Previews of Upcoming Products at NAB 2006**

- Two new products and a number of exciting developments being showcased -

**12 April 2006** - Imagineer Systems, the UK-based developer of innovative visual effects tools, announced today its plans for NAB 2006. On stand SL5564 visitors will be able to see for the new releases of **monet** v2, **mokey** v4 and **mofex** for Shake v1 and previews of two exciting new products, **motor** v1, a clever new rotoscoping tool and **moxel** v1, a tool for standards and practice work. Throughout the show, Imagineer also has the great pleasure of hosting various guest speakers, who will be talking about the importance of the Imagineer tools in their workflow and showing examples of work done.

The long awaited releases of **mokey** and **monet** further enhance the already impressive toolsets and provide numerous performance improvements that further increase the benefits of the products in terms of productivity. Previews of upcoming enhancements such as support for render farms and multi-threaded tracking will also be shown.

**motor** is a new rotoscoping tool based on Imagineer's unique planar tracker. It was used on "Frank Sinatra at the London Palladium" directed by David Leveaux to, in record time, generate mattes for Frank Sinatra in 30 minutes of library footage from the Frank Sinatra Estate. This is also an example of a growing portfolio of projects that illustrate how Imagineer not only takes an innovative approach to technology but also to partnerships with customers. Through its growing client base in countries such as India, Imagineer is able to offer low cost, managed outsourcing solutions for laborious post production work to clients world-wide, based on a standardised, cutting edge technology platform.

**moxel**, a new tool aimed specifically at broadcasters having to remove unwanted branding, obscure the identities of persons in a video and so on, provides an elegant, fast and easy-to-use approach to dealing with standards and practice work.

Allan Jaenicke, CEO of Imagineer Systems comments on the new developments: "It has been an exciting time for Imagineer since NAB 2005, with our customer base growing rapidly, all doing amazing work with our tools and giving us excellent feedback to foster further innovation. We are

looking forward to meeting our customers and customers-to-be at NAB and once again providing them with an opportunity to be amazed!"

Special sessions will be held for customers to see upcoming Imagineer products planned for release later this year.

-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**<sup>™</sup> 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**<sup>™</sup> 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.

**mofex**<sup>™</sup> 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.

**motor**<sup>™</sup> is a unique rotoscoping tool for commercial, film and corporate video post production work. Packaged as a standalone tool based on Imagineer's unique 2.5D planar tracking and spline technology, it offers a way of producing very high quality mattes 3-4 times faster than with traditional tools.

**moxel**<sup>™</sup> elegantly handles 'standards and practice' work, such as removing undesired branding and obscuring identities by using image recognition techniques to reduce the amount of time spent on these tedious and laborious tasks. Designed for speed and ease of use, **moxel** is the ideal solution for ensuring that content meets broadcast standards.

For more information visit [www.imagineersystems.com](http://www.imagineersystems.com)