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## **Imagineer Systems at NAB New York 2006**

- Beta version of new, revolutionizing rotoscoping tool on show -

**10 October 2006** - Imagineer Systems, the UK-based innovators of next generation VFX tools, will be exhibiting at the NAB New York show on the 24<sup>th</sup> and 25<sup>th</sup> of October. On booth number 102, Imagineer staff will be demonstrating their innovative product line.

The tools on show include the 2D planar tracking tool **monet**<sup>™</sup>, the wire and rig removal tool **mokey**<sup>™</sup>, and the new and exciting rotoscoping tool **motor**<sup>™</sup>. Visitors will be given a comprehensive demonstration and are invited to bring along their own film and video material to challenge the tools.

“We are really excited to be at NAB New York. Our new rotoscoping tool **motor** is now in beta and we are looking to recruit more beta testers to help us guide further development”, says Allan Jaenicke, CEO at Imagineer Systems. “Even during the early phases of the beta programme the tool has impressed and proven that it will be a faster and better rotoscoping solution. However, we know that there is still much more work to be done and are planning many exciting, novel features for the tool.”

Imagineer's suite of VFX software for professional film and video post production are based on cutting edge planar tracking technology and are recognised for delivering high quality and improved productivity.

-ENDS-

## About Imagineer Systems

Imagineer Systems Ltd innovates and markets next-generation visual effects solutions for film, video and broadcast post production. Imagineer's product line consist of **monet™** - placement station, **mokey™** - removal station, **motor™** - roto station, **mofex™** - plug-in for Shake and **moxel™** - standards station. Imagineer Systems was founded in 2000 and its headquarters is located 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.

**mofex™** 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™** 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™** 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)