

Contact: Allan Jaenicke, Imagineer Systems Ltd T: +44 (0) 1483 685 585 E: ahj@imagineersystems.com

Rushes Purchase monet After Thorough Evaluation

09 Sep 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** software to London-based Rushes Postproduction. **monet** is a complete start-to-finish solution for replacing elements in film and video and will be used by Rushes to complement existing commercial post production tools.

“We carried out a test of **monet** on a Motorola ident for ITV movies,” says Tim Wharton, Technical Director of Rushes.

“**monet** integrated well into the workflow of our Discreet based suites, more so than other trackers. It was very clear that **monet** would save time on many shots and at the same time give us higher quality results. The planar tracker is extremely accurate and as it can work without tracking markers it can also save time and disruption during production.”

“Due to declining budgets many advertisers are re-working old campaigns, which generally require packaging labels to be replaced. **monet** is ideal for this type of work.”

“Rushes are on the leading edge both in terms of creativity and technology used and we are very pleased that they have decided to integrate **monet** into their workflow” says Allan Jaenicke, Managing Director of Imagineer Systems.

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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.

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.

For more information visit www.imagineersystems.com