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## **Imagineer Systems Revolutionise UK Film and Broadcast Sectors with Introduction of Virtual Product Placement**

- New advertising medium, new revenue stream for production companies, distributors -

**22 August 2005** - Imagineer Systems, the UK-based developer of innovative film and video post production tools, announced today a collaboration with Siren Enterprises as part of their strategy to revolutionise the product placement industry. Imagineer's solution, '**monet** - placement station', offers a cost effective standalone system for performing virtual product placement. Imagineer and Siren are now jointly introducing it to key agencies in the UK product placement arena.

**monet** promises to revolutionise the way products are inserted into film and TV through the use of virtual product placement. The main benefits to virtual over traditional product placement are that the placements can be carried out at a later stage in the production process and on existing content, that placements can be adapted for different markets and that brand exposure in the final cut can be guaranteed. Conversely **monet** is the ideal solution for removing unwanted brands from the final edit.

Siren will be offering their marketing expertise and knowledge of the latest marketing techniques to enable brands to forge ahead and leverage the relatively undeveloped medium of product placement.

Siren and Imagineer are working with other companies to establish standard measures for the quality of the virtual product placements and are also investigating ways of offering direct consumer product purchase, closing the advertising, distribution, consumer purchase loop for the first time.

These technical developments will open up the product placement arena for new brands. In addition, production companies and distributors are now able to generate more advertising revenue by opening their productions to new brands in different territories as appropriate. For further information regarding this new technology or a demonstration of **monet** please contact Imagineer or Siren directly.

-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.

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

**About Siren Enterprises**

With two decades of combined experience in direct and integrated marketing for some of the world's best-known brands, Siren Enterprises is uniquely positioning to bring industry best practices and unique strategic thinking to film marketing.

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