

Contact: Merete Jacobsen, Imagineer Systems Ltd

T: +44 (0) 1483 685 585

E: meretej@imagineersystems.com

The Syndicate use motor on challenging BMW spots

- **motor** reduces rotoscoping time from 1 day to 4 minutes -

11 October 2006 - Imagineer Systems, the UK-based innovators of next-generation VFX tools, announced today how Santa Monica-based facility, The Syndicate, as part of the **motor**[™] beta program proved the power of **motor** on a BMW spot.

The Syndicate was tasked with creating a quartet of BMW spots for Publicis. The Syndicate was especially challenged by "Precipice," which was conceived to showcase the car's self-drying brakes just two days before the scheduled shoot. In this spot viewers see how a BMW Series 3's self-drying brakes save the driver from a frightening road hazard. "We were locked into a location, a high road in the Angeles National Forest above the tree line, where there's nothing but open skies," notes VFX supervisor Ben Grossmann. "The new concept had to use that location and the car but sell the story of the brakes in what's actually a sunny and dry environment". Thanks to The Syndicate's VFX wizardry, the Publicis creatives were able to storyboard the new spot with a fierce rainstorm over the mountain road.

With the timetable to execute the spot trimmed in half to just three weeks, Grossmann opted to use **motor**, which enabled The Syndicate to significantly speed the rotoscoping process. Based on an advanced method of predictive rotoscoping, **motor** is "extremely fast and efficient," Grossmann reports. He tested a 100-frame shot whose hand rotoscoping required setting 88 key frames; **motor** required just four. Hand rotoscoping the sequence took one day while **motor** zipped through it in four minutes.

"**motor** made an enormous difference" to the spot's turnaround, Grossmann stresses. "When we wanted to turn the headlights on or make a bumper brighter, **motor** operator Tim LeDoux could turn on **motor** and match it in a matter of minutes."

"The **motor** beta programme is a fantastic success and we are very grateful to all the artists out there who are giving us the necessary feedback to turn this product into a solid production tool," says Allan Jaenicke, CEO at Imagineer Systems Ltd. "We are extremely excited about the efficiency gains reported by virtually all of our beta testers as it gives artist a long desired way of speeding up rotoscoping work."

-ENDS-

Images available on request.

About The Syndicate

The Syndicate, a division of the ComputerCafe Group (Santa Maria, CA), is a 45-person VFX and telecine studio specializing in all aspects of final picture delivery, compositing and CGI for commercials and music videos. The company combines CaféFX's award-winning CGI and VFX studio with The Syndicate's three veteran partners: telecine artist Beau Leon, LA; executive producer Ken Solomon; and director of new business Leslie Sorrentino. For more information visit www.syndicate.tv

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