



imagineer systems
next-generation vfx tools

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Imagineer Systems Launches Specialized Planar Tracking Tool for After Effects Artists

***mocha-AE Extends Powerful Tracking to After Effects Artists
in Accessible, Affordable VFX Tool***

GUILDFORD, UK (October 16, 2007) Imagineer Systems (www.imagineersystems.com), creators of next-generation VFX tools, today announced **mocha-AE**, a powerful, affordable new planar tracking tool developed specifically for Adobe After Effects artists and modelled after the Company's recently released standalone tracking solution, **mocha**.

mocha-AE is a stand alone 2D tracking tool for the After Effects community based on Imagineer Systems' unique 2.5D Planar Tracking technology. **mocha-AE** helps solve problematic shots that traditionally challenge point based trackers, such as footage with objects moving out of frame, lack of detail, motion blur and heavy grain. This helps the artist to generate solid tracks, giving position, scale, rotation, shear and perspective matched tracks and exporting the data to After Effects in less time.

Renowned After Effects artist Aharon Rabinowitz, creative director at All Bets Are Off Productions, and CreativeCOW.net Community Leader, has been working extensively with Imagineer Systems' **mocha** since it was launched, and has this to say about **mocha-AE**:

"When I was first introduced to Imagineer's advanced planar tracking system, I didn't know what to expect. But after using it for about 2 minutes, I was sold. It's awesome! Now, Imagineer has packed their powerful high-end tracking tools into a single application that any After Effects user can afford. **mocha-AE** is the perfect solution for any After Effects artist looking to do motion tracking without breaking the bank - it's a tool that will pay for itself, and then some, the very first time you use it."

mocha-AE offers After Effects artists a flexible workflow environment, and a number of key features including:

- Resolution Independence, and works with all SD, HD and Film formats;
- Cineon, DPX, TGA, TIF, JPEG, PNG, SGI, QuickTime file import;
- Support for up to 16 bits per channel;
- Ability to export 2D tracking data directly into Adobe After Effects;
- Availability of node-locked and cross-platform floating licenses;
- Support for Windows and Mac OS X.

Pricing and Availability

mocha-AE will be generally available on October 17, 2007 and is priced at US\$299.00 for a nodelocked license.

About Imagineer Systems

Imagineer Systems Ltd innovates and markets next-generation visual effects solutions for film, video and broadcast post production and have made their mark on such marquis Hollywood blockbuster productions as Casino Royale, Pirates of the Caribbean and Harry Potter. Imagineer's product line consist of **monet™** - placement station, **mokey™** - removal station, **motor™** - roto station, **mocha™** - tracking station and **mofex™** - plug-in for Shake. Imagineer Systems was founded in 2000 and its headquarters is located in Guildford, United Kingdom. For more information visit www.imagineersystems.com

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