



mogul

faq
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mogul for existing customers

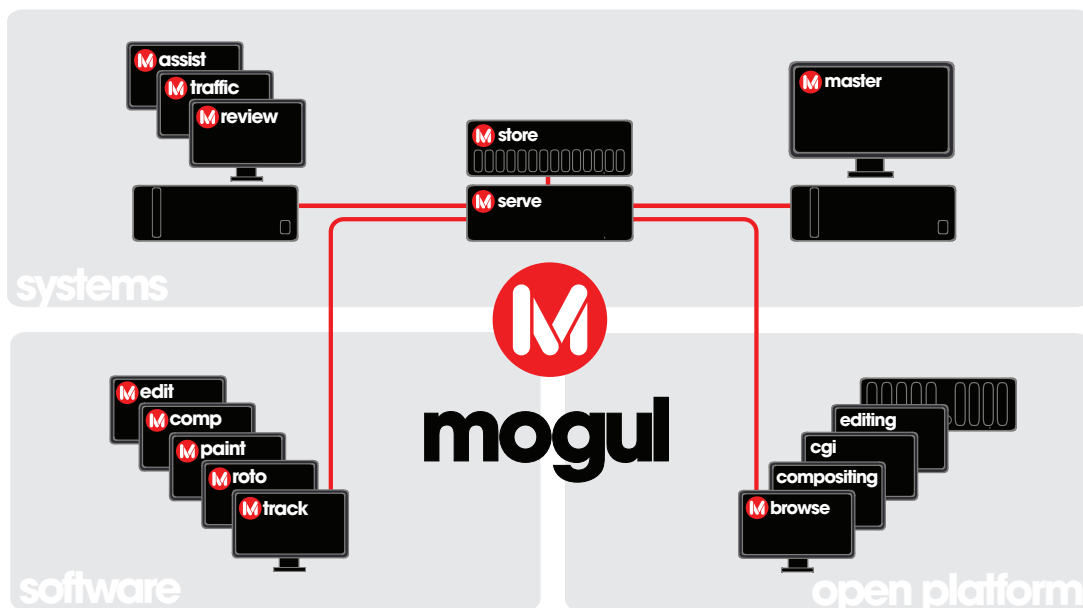
Introduction

This FAQ aims to address questions raised by existing customer in response to the launch of mogul. In particular the FAQ discusses the relationship between monet, mokey, mocha and motor and the equivalent mogul desktop software components.

About mogul

mogul is the industry's first collaborative VFX architecture to provide an open platform that unites common design facility talents, such as editing, compositing, 3D design and modelling, and empowers designers in a new VFX workflow that more closely fits the way artists work.

Additionally, mogul enables powerful new collaboration capabilities critical in today's deadline-intensive, and fiscally demanding business climate and offers an innovative new subscription-based pricing model, ensuring mogul is accessible, viable and affordable for facilities of any size or budget.



mogul is comprised of a powerful combination of system-level and desktop application-level components, tightly integrated to optimize the creative collaborative workflow experience. Key systems components will include: a collaborative shared storage management system; a powerful file browser application designed for working with media and metadata; a disk-based playback and review system that includes tools for quality control and annotation; a highly interactive finishing system with I/O, 3D compositing, editing, and grading tools; and a dedicated I/O system, with capture, layback, encoding and job duplication, all on a dedicated workstation.

Modular, integrated cross-platform VFX desktop applications that seamlessly plug into the mogul architecture will include rotoscoping, 2D and 3D tracking, paint, and node-based compositing – all built on mogul's powerful new 3D engine.

mogul is an open architecture, and provides a path for all users – of Imagineer Systems current products, as well as those from discreet, Avid, Quantel, and many others – to embrace a tightly integrated, collaborative, inclusive and highly effective visual effects workflow.

Questions and answers

| Question | Answer |
|----------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Will there be a new release of monet, mokey, mocha and motor in the future? | Yes, we are committed to our existing desktop customers and are working on new releases of these products. We will also be porting over the technology and functionality of the existing tools to the mogul platform at some point in the future, such that we can create mogul desktop tools that correspond to the existing products thereby providing continuity to existing customers. |
| But if mogul is a platform, will I be able to use for example mogul/roto without needing to buy anything else? | Yes, ALL mogul components can operate on their own. If you are a freelancer using mocha on a laptop, you will be able to continue doing so with the equivalent mogul component - mogul is not only for big facilities. |
| Will the new mogul versions be software packages or system products? | Software packages |
| When will the mogul desktop components become available? | No concrete availability date has yet been announced. Expect at least one major version upgrade of the existing tools before the port to mogul. |
| Will you continue to support Mac OS X, Linux and Windows? | Yes |
| Will you continue to support export of spline and tracking data to other tools? | Yes, mogul is an open, collaborative platform |
| Will the UI be similar to the UI in the existing tools? | No, the UI will be based on what you see in the mogul/review component that is now available. The aim is to give you a fast, intuitive UI and we are working with a bright group of compositors to get this right. |

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|-------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>How do I migrate my current Imagineer solution to mogul?</p> | <p>mogul provides a path for all users – of Imagineer Systems current products as well as those from Autodesk, Avid, Quantel, etc – to a tightly integrated, collaborative, inclusive and highly effective visual effects workflow. As new mogul desktop applications are released, Imagineer will announce attractive, meaningful upgrade offers that will allow users of current Imagineer products to migrate to mogul</p> |
| <p>Will mogul desktop software components also be sold on a subscription basis?</p> | <p>Yes. We believe that this is a much better way of supplying you with solutions as it means that you do not have to spend a lot of money upfront and you always have access to the latest version and support</p> |
| <p>What will it cost to subscribe to a mogul desktop component?</p> | <p>Please refer to the examples in the whitepaper on subscription pricing available at mogulvfx.com for guideline pricing</p> |
| <p>If I have already purchased an existing product, will I pay the full subscription price?</p> | <p>No, we will offer you an upgrade path based on a reduced subscription fee to ensure that existing customers feel that they are being treated fairly.</p> |
| <p>If I have paid for support and maintenance, will I receive a free upgrade?</p> | <p>Yes, customers who are under a support and maintenance contract will receive a free subscription for the equivalent mogul component for the remainder of the period covered by the support and maintenance contract.</p> |

While we understand the value of the subscription model for facilities with large budgets, how does this model benefit students, freelancers and independents who can't afford large monthly payments for desktop applications?

There are many attributes of the mogul subscription pricing model that were created with these customers in mind. We're providing the flexibility to access the industry's most powerful desktop VFX tools only when you need them, for as long as you need them and with no penalties or hassles associated with starting up or stopping a subscription -- ideal for freelancers working on a project basis. Also, we've designed the pricing structure to be very attractive to this group of users; no large upfront costs, and low monthly payments with full support and automatic upgrades available when you're ready to receive them -- at no additional costs.

Conclusions

Customers of our monet, mokey, mocha and motor products have exciting upgrades to look forward to, both in the short term in the form of new releases to the tools they have, as well as in the long term when the mogul/desktop applications are launched. The move from the traditional sales approach to a subscription based approach will be handled by offering an upgrade path that includes a reduce subscription fee to ensure that existing customers get a fair deal.