



**imagineer systems**  
next-generation vfx tools

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**Imagineer Systems Launches Dynamic, Modular, Collaborative  
VFX Architecture at NAB 2008**

*Highly Anticipated mogul Debuts at NAB 2008; Unites Editing, Compositing, 3D Design  
and Modelling in Open, Collaborative VFX Architecture*

**LAS VEGAS, NV (April 14, 2008)** Imagineer Systems ([www.imagineersystems.com](http://www.imagineersystems.com)), creators of next-generation VFX tools, today announced the arrival of mogul. Conceived through customer dialogue and designed and developed by Imagineer Systems, mogul is an entirely new open, collaborative VFX architecture supporting a suite of tightly integrated, modular VFX systems and applications.

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 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 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.

“The arrival of mogul is a watershed moment for the visual effects industry and we’re extremely proud of what we’ve created,” said Allan Jaenicke, chief executive officer of Imagineer Systems. “But mogul isn’t just about what we’ve done at Imagineer. In fact, mogul would not have been possible were it not for the deep, step-by-step involvement from a number of key partners – our customers. mogul was born the day our customers asked us to build it, and they’ve been with us from the beginning, helping us understand the true challenges that needed to be addressed. The answer to all of their requirements, challenges, frustrations and aspirations, is mogul.”

### ***Welcome to mogul, Welcome to the New World***

mogul is a modular architecture based on typical roles within a facility, allowing customers to intuitively configure an installation to suit their unique requirements. From a workflow perspective, decisions are made simpler by flexibility: the ability to integrate mogul tools into a current workflow, or integrate current tools into a mogul workflow. Flexible open architectures simplify the migration and protect current equipment and software investments.

Key systems-level components of mogul include:

- ***mogul/serve***: mogul/serve is designed to address the key collaboration challenges facing facilities when moving to a shared storage infrastructures. mogul/serve helps facilities organize and distribute all digital assets, whether image sequences, audio file, project files or spreadsheet. Assets are organized per project, and using metadata tags and searches make it possible to further manage and locate assets.
- ***mogul/browse***: While mogul/serve is the hub for visual effects work in a facility, mogul/browse is a portal to this hub - it is a supercharged file browser designed for working with media and metadata. mogul/browse is an open, cross-platform application that gives access to all projects, media and metadata stored on mogul/serve, while maintaining benefits such as revision control, central archiving and avoiding data duplication.
- ***mogul/review***: mogul/review is a disk based playback and review system that includes tools for quality control and annotation. The player itself is resolution independent, allowing users to scale the attached storage to handle the frame resolution required. mogul/review is a cost effective solution to playback and quality control needs, whether used standalone or in conjunction with mogul/serve.
- ***mogul/master***: mogul/master is a fully integrated finishing system, with I/O, 3D compositing, editing and grading tools that work together seamlessly. Mogul/master enables users to ingest, edit, composite, grade and deliver a project from start to finish in less time. Key to mogul/master is the seamless integration between the editing, compositing, desktop and grading tools. mogul/master enables users to move quickly between different tools and use the most appropriate toolsets at different stages, significantly boosting collaboration between artists – editors and composers -- with different preferences. mogul/master works on uncompressed full-resolution images, only falling back to proxies at user request or when the number of effects exceeds the hardware capabilities.
- ***mogul/traffic***: mogul/traffic is a dedicated I/O system, with capture, layback, encoding and job duplication all on a dedicated workstation. mogul/traffic is fully integrated, sits in a facility’s traffic department, and allows colleagues to perform standard trafficking tasks, such as duplication, encoding, slate editing, and tape quality control.

mogul Desktop Apps are 100% compatible with mogul/master, enabling work to be seamlessly shared between the desktop and system tools. mogul Desktop Apps also enable facilities to scale capacity as required on a project by project basis without large capital investments. Key application-level components of mogul include:

- **mogul/roto**: A cross-platform desktop application for rotoscoping, it includes Imagineer's planar tracking technology, helping to perform tedious rotoscoping tasks with ease.
- **mogul/track**: A cross-platform desktop application for 2D and 3D tracking. Tracking data can be exported to a multitude of 3rd party software.
- **mogul/paint**: A cross-platform desktop application for painting, and built on mogul's 3D engine. mogul/paint is a unique 3D vector based paint system that utilizes the power of the system graphics card to open up new creative possibilities.
- **mogul/comp**: A cross-platform desktop application for node-based compositing and built on mogul's 3D engine. mogul/comp offers a true 3D compositing environment, support of OpenFX plug-ins, and Python scripting.

### ***Innovative Pricing***

mogul requires no large up-front capital expense. Instead, mogul is available on an all-inclusive subscription basis. A typical monthly subscription covers:

- Hardware and hardware maintenance
- Software and software maintenance

Mogul pricing is designed differently, with facilities' challenges in mind and is designed to reduce financial strains so facilities can focus what they do best. Pricing offers:

- Low upfront and predictable costs
- Less commitment than traditional multi-year leases
- No costly, unexpected software or hardware upgrades

### ***mogul Availability***

mogul is making its industry debut at NAB 2008 and will be available through a phased roll-out, with quarterly developments and subsequent announcements planned.

mogul/review, the disk-based playback and review system, is available immediately. mogul/serve and mogul/browse will be available for shipment in the third quarter 2008. Imagineer Systems plans to release additional new mogul system components throughout 2008, with new developments every quarter.

### ***About Imagineer Systems (To be revised to reflect mogul)***

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 consists of **monet**<sup>™</sup> - placement station, **mokey**<sup>™</sup> - removal station, **motor**<sup>™</sup> - roto station, **mocha**<sup>™</sup> - tracking station and **mofex**<sup>™</sup> - 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](http://www.imagineersystems.com)