

PHYX Inc. Joins FxFactory Development Partner Program

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Noise Industries announced that new development partner, PHYX Inc., has released PHYX Keyer for the FxFactory platform. PHYX Keyer is a brand new collection of keying plug-ins designed to work inside Adobe After Effects CS3 / CS4, Apple Final Cut Pro, Apple Motion and Apple Final Cut Express applications. The new PHYX Keyer incorporates its superior image technology, offering 5 professional-quality plug-ins.

Boston, MA - Noise Industries, developer of visual effects tools for the postproduction and broadcast markets, announced that new development partner, PHYX Inc., has released PHYX Keyer for the FxFactory(R) platform. PHYX Keyer is a brand new collection of keying plug-ins designed to work inside Adobe(R) After Effects(R) CS3 / CS4, Apple(R) Final Cut Pro(R), Apple Motion(R) and Apple Final Cut(R) Express applications.

PHYX Inc. developed an outstanding industry reputation for their highly acclaimed plug-ins for Apple Shake(R) used by visual effects artists and composers around the world. The new PHYX Keyer incorporates its superior image technology; offering 5 professional-quality plug-ins that allow artists to easily and effectively create mattes, extract precise keys, neutralize spill, and correct unevenly lit blue and green screens.

"Our Apple Shake customers were interested in utilizing our tools in After Effects and Final Cut, which lead us to Noise Industries and FxFactory," says Justin Bendo, President and CEO, PHYX Inc. "PHYX Keyer is designed to empower users with a toolset to achieve fast, outstanding keying results and FxFactory lets us effectively deliver our powerful visual effects tools to existing and new customers. We thank Noise Industries for their support and look forward to being a part of the innovative FxFactory family."

"We are ecstatic that PHYX Inc. has joined our network of plug-in developers," says Niclas Bahn, director of business development, Noise Industries. "Its principals have worked alongside some of the greatest creative minds in the industry, including Academy-Award(R) winning motion picture visual effects companies, to develop and enhance its line of outstanding keying tools. The powerful capabilities of the PHYX Keyer will undoubtedly enhance the workflow of professionals at any level. We look forward to continue working alongside PHYX Inc. to increase the visual effects capabilities of our product line."

PHYX Keyer Feature Highlights

PHYX Keyer includes five plug-ins that help create and refine keys using the most efficient algorithms for a variety of shooting conditions. Highlights include:

- * Despill: Effectively neutralizes excess green and blue spill without leftover magenta or yellow fringe artifacts.
- * DiffKeyer: Creates a matte, based on the difference between two images, without the need to utilize a green or blue screen.
- * Keyer: Contains three keying engines, YUV Difference, 3D Keyer, and Channel Keyer, and provides powerful optimized controls to extract precise keys in seconds. Also includes a powerful deartifactor, which reconstructs the chroma channels to restore details lost to chroma sub sampling.
- * LightWrap: Creates a light source from a background image and wraps the light around the foreground image to seamlessly blend them together in a composite.

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* ScreenCorrector: Compares a clean plate and a solid color, and creates a perfect green or blue screen by correcting unevenly lit screens, removing tracking markers and more.

About PHYX Inc.

PHYX Incorporated is a privately held U.S. corporation. Its principles have been developing custom tools for Visual Effects since 2002. In 2007, Phyx Inc. brought its first collection of tools to the public. PHYX Inc. continues to create its visual effects tools with the involvement and guidance of professionals from Industrial Light and Magic (ILM), WETA Digital, Digital Domain, Sony Imageworks, Pixar, and other studios. To learn more, please visit their website.

Availability and Pricing of PHYX Keyer:

PHYX Keyer is available for \$199 USD via the Noise Industries website. A trial version is also included with the FxFactory 2.1.2 installer. Adobe After Effects, Apple Final Cut Studio and Apple Final Cut Express users can also sample hundreds of other FxFactory plug-ins by downloading the free 15-day trial version of FxFactory from the link below.

Noise Industries:

<http://www.noiseindustries.com>

FxFactory:

<http://www.noiseindustries.com/xfactory>

PHYX:

<http://www.phyxware.com>

Established in 2004, Boston, Massachusetts-based Noise Industries is an innovative developer of visual effects tools for the postproduction and broadcast community. Its products are integrated with popular non-linear editing and compositing products from Apple and Adobe. For more information about Noise Industries, please visit their website.

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Janice Dolan
Director
617-817-6595

janice@zazilmediagroup.com

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