

Noise Industries Releases FxFactory Pro 2.0.7

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Noise Industries has announced the release of FxFactory 2.0.7 for Adobe After Effects CS3 / CS4, Apple Final Cut Studio and Apple Final Cut Express applications. The new FxFactory Pro 2.0.7 brings major performance enhancements to the blur and glow categories as well as three new plug-ins; PDF Animator, Perlin Noise generator and Alpha Merger. The new update is free to existing FxFactory Pro 2.x customers.

Boston MA - Noise Industries, developer of visual effects tools for the postproduction and broadcast markets, announced the release of FxFactory(R) 2.0.7 for Adobe(R) After Effects(R) CS3 / CS4, Apple(R) Final Cut Studio(R) and Apple Final Cut(R) Express applications. FxFactory offers over 300 visual effects plug-ins optimized for real-time performance on the Macintosh platform. The new FxFactory Pro 2.0.7 brings major performance enhancements to the blur and glow categories as well as three new plug-ins; PDF Animator, Perlin Noise generator and Alpha Merger. The new update is free to existing FxFactory Pro 2.x customers.

Attendees to the NAB 2009 exhibition can see the new FxFactory Pro 2.0.7 at the Apple Final Cut Pro User Group SuperMeet held at the Rio Hotel on April 21, 2009.

"Thanks to the updated FxFactory effects engine, effects treatments and multi-layered composites using blurs and glows can be done much, much faster. The performance gains are truly outstanding," said Niclas Bahn, director of business development, Noise Industries. "As with every release, we have added some new plug-ins that we think will become essentials in every editors toolbox. The PDF animator allows for easy work with vector graphics, something we think our users will love."

What's New in FxFactory 2.0.7

FxFactory Pro 2.0.7 introduces clever plug-ins as well as numerous performance and quality improvements to all filters in the "NI Blur" and "NI Glow" categories.

New FxFactory Pro 2.0.7 features and benefits include;

- * PDF Animator: Based on the same user interface as the free Pan and Zoom plug-in, PDF Animator lets you animate PDF graphics with minimal setup inside any supported host. PDF Animator preserves the sharpness of your vector graphics at any zoom level.
- * Alpha Merger: This new filter lets you assign alpha information to a clip by importing it from a secondary source. For example, Alpha Merger lets you combine a first clip containing only color information, with a second clip containing a grayscale representation of the alpha channel.
- * Perlin Noise This generator is a GPU-accelerated variant of the Perlin Noise algorithm, which earned its author, Ken Perlin, a Technical Achievement Award from the Academy of Motion Picture Arts and Sciences. The output of the Perlin Noise plug-in can be combined with other effects to simulate a variety of natural phenomena.
- * License Backups and Transfer The FxFactory application now allows you to backup existing licenses as well as transfer them easily over the network.

Availability and Pricing of FxFactory Pro:

FxFactory Pro is available today for \$399.00 (USD). Additional plug-in packages are available for free or commercially starting at a price point of \$29.00 (USD). FxFactory products can be purchased via the Noise Industries website. Adobe(R) After Effects CS3,

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

Apple Final Cut Studio 2 and Apple Final Cut Express 4 users can test drive hundreds of FxFactory plug-ins.

Noise Industries:
<http://www.noiseindustries.com>

FxFactory:
<http://www.noiseindustries.com/products/>

Purchase FxFactory:
<http://www.noiseindustries.com/store/>

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

Established in 2004, Boston, Massachusetts-based Noise Industries is an innovative developer of visual effects tools for the post-production and broadcast community. Their products are integrated with popular non-linear editing and compositing products from Apple, Adobe and Avid. Noise Industries is a registered trademark. Other company and product names may be trademarks of their respective owners.

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