

Noise Industries partner Industrial Revolution ships new Effects Plug-In

Published on 06/19/09

Noise Industries and development partner Industrial Revolution announces the release of an explosive new visual effects plug-in for After Effects and Final Cut. New Particle Metrix plug-in delivers outstanding image processing technology for producing high-quality, organic and supernatural particles. With Particle Metrix, visual effects artists can add or turn their objects, including text or video, into a particle effect.

Boston, MA - Noise Industries, developer of visual effects tools for the post production and broadcast markets, announced the release of the Particle Metrix plug-in from development partner Industrial Revolution. FxFactory(R) powered plug-ins are designed by Noise Industries and their development partners to extend the visual effects capabilities of Adobe(R) After Effects(R) CS3 / CS4, Apple(R) Final Cut Pro(R), Apple(R) Motion and Apple Final Cut(R) Express applications.

With Particle Metrix, visual effects artists can add or turn their objects, including text or video, into a particle effect. This includes natural particles such as snow, fire, ice, dust and smoke as well as super natural effects trails, glitters, bubbles, sparkles and more with outstanding image quality and unbeatable rendering speeds. The elegant design enables users to quickly browse the library of professionally designed preset particle effects. The contextual menus provide a modern workflow for designing effects. Beneath the surface of the organized workspace is an extensive list of controls, giving users granular command over every aspect of the particle effect, including: rotation, size, gravity, velocity, transparency and more.

"These plug-ins never disappoint and are always a favorite among the FxFactory user base," said Niclas Bahn, director of business development, Noise Industries. "Industrial Revolution Founder Peter Wiggins is a remarkably creative designer and Particle Metrix exemplifies this. Users can explode their video into shapes, make it burn up in smoke, make it ice over, turn it into bubbles - the options are endless. We look forward to seeing what the FxFactory community will create with this new package."

Particle Metrix Feature Highlights

- * Highly customizable particle effects for images, video and text
- * One click animations, auto timing or keyframe precise effect animation
- * XYZ control of particle gravity
- * Over 50 professionally designed presets ideal for storyboarding concepts or quickly creating professional effects
- * Optimized for Apple hardware; super fast previews and even faster renders
- * Thumbnail previews in host application makes previewing effects easy

Particle Effects Pricing and Availability:

Particle Metrix is available for purchase at \$99 (USD) from the Noise Industries website. Adobe(R) After Effects CS3, Apple Final Cut Studio 2 and Apple Final Cut Express 4 users can also sample hundreds of other FxFactory plug-ins by downloading the free 15-day trial version of FxFactory through the Noise Industries website.

About Noise Industries Development Partners

FxPacks are developed by Noise Industries and its partners using the Noise Industries FxFactory Pro Plug-in Manager. The FxFactory Pro Plug-in Manager provides broadcast designers a user-friendly development tool to create additional effects plug-in packages for Adobe After Effects, Apple Final Cut Studio and Final Cut Express applications. Industrial Revolution has developed a number of successful plug-ins for Noise Industries including the recently updated Volumetrix plug-ins.

About Industrial Revolution

Industrial Revolution Founder Peter Wiggins is a successful broadcast editor with more than 25 years of industry experience. His credits include work with the BBC, CBS, and CNN - covering everything from the Winter Olympics to working with Michael Jackson on a video for the World Music Awards. A well known power user of Final Cut Pro, Peter has designed a number of popular Noise Industries FxPacks based on his years of experience and passion to improve postproduction workflows for broadcast designers everywhere. Under his guidance, Industrial Revolution has produced and released the highly successful Volumetrix plug-in for Apple Final Cut Studio.

Noise Industries:

<http://noiseindustries.com/>

Free 15-day Trial Version:

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

Industrial Revolution:

<http://www.industrialrevolution.com/>

Industrial Revolution's Particle Metrix:

<http://www.industrialrevolution.com/plugins/particlemetrix/>

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. For more information about Noise Industries, please visit their website.

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