

Noise Industries Development Partner SUGARfx Wins Award of Superiority

Published on 07/17/09

Noise Industries announced that development partner SUGARfx has won Microfilmmaker's Award of Superiority for the new Heads Up Display FxFactory powered plug-in. This is the second FxFactory plug-in within the past month to be honored with the prestigious award. FxFactory powered FxPacks are designed by Noise Industries and their development partners to extend the visual effects capabilities of Adobe After Effects CS3 / CS4, Apple Final Cut Pro, Apple Motion and Apple Final Cut Express.

Boston, MA - Noise Industries, developer of visual effects tools for the postproduction and broadcast markets, announced that development partner SUGARfx has won Microfilmmaker's Award of Superiority for the new Heads Up Display (H.U.D.) FxFactory powered plug-in. This is the second FxFactory(R) plug-in within the past month to be honored with the prestigious award. FxFactory powered FxPacks 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 Motion(R) and Apple Final Cut(R) Express applications.

"I would like to thank the designers at SUGARfx for consistently engineering innovative plug-ins and Microfilmmaker's Mark Bremmer for recognizing the creative efforts of another development partner," comments Niclas Bahn, director of business development, Noise Industries. "H.U.D. is increasingly becoming a favorite among FxFactory users. The professional overlays within each customizable filter of H.U.D. simplify the complicated effects creation of any imaginative storyline. No matter the complexity of the covert adventure the editor may be conjuring; the signature, streamlined interface results in effortless content creation and manipulation."

SUGARfx founder and broadcast designer Ricardo Silva has worked with an assortment of well-known entertainment giants including National Geographic, Discovery Channel, Telemundo, NBC, Univision, TLC, and Fox Sports International; and holds two Emmy nominations from 2001 and 2008 for outstanding Main Title Design by the Academy of Television Arts & Sciences (ATAS). Since joining the Noise Industries development partner program in 2006, Silva has facilitated the engineering of numerous image treatment and processing plug-ins for the FxFactory platform.

"The flexibility and practicality of FxFactory provides both professionals and independent producers superior and customizable options to meet their explicit editing techniques," Silva said. "H.U.D. defies the archetypal still-imaging and masking overlays through the incorporation of three unique, expandable filters. Its augmented viewing capabilities, coupled with supplemental customization, will satisfy the artistic craving when orchestrating a visual adventure."

Microfilmmaker reviews are scored based on the breakdown of four categories: ease of use, depth of options, performance and value. In his review, industry guru Mark Bremmer gave SUGARfx H.U.D. an overall 9.6/10; prompting the award's conveyance. Bremmer comments: "The sophistication that H.U.D. brings to the table lets users create and finesse looks in seconds that would require an hour or more to pull together by other means. The real claim-to-fame for H.U.D. is the animation capabilities that are built into it. It's one thing to hack together some static artwork for a brief screen presence, but adding animation that leaves your audience thinking 'Wow, that's really cool,' is another."

To learn more about Microfilmmaker and read Mark Bremmer's review, please visit their website.

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

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.

Availability and Pricing SUGARfx H.U.D.

FxFactory SUGARfx H.U.D. is available for purchase at \$79.00 (USD) from the Noise Industries or SUGARfx websites. Adobe 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.

Microfilmmaker:

http://www.microfilmmaker.com/reviews/Issue44/HUD_1.html

SUGARfx :

<http://sugarfx.tv>

FxFactory Download Link:

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

Noise Industries:

<http://www.noiseindustries.com>

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

###

Kathleen Langlois
Marketing Communications Specialist
413-374-7655

kathleen@zazilmediagroup.com

Link To Article: <https://prmac.com/release-id-6542.htm>
