

Boris FX Announces New Boris Continuum Unit: Cartoon Look

Published on 07/28/09

Boris FX announced that a new Boris Continuum Unit, Cartoon Look, is now available. The Boris Continuum Cartoon Look Unit includes the Cartoon Look, Pencil Sketch, Charcoal Sketch, and Watercolor filters from Boris Continuum Complete 6. BCC Cartoon Look simulates the look of cartoon rotoscope animation. The filter includes many preset looks and styles, all available via the filter's preset pop-up menu. Users can even make their own presets and apply them to any other clip in any project.

Boston, Mass - Boris FX, the leading developer of integrated effects technology for video and film, announced that a new Boris Continuum Unit, Cartoon Look, is now available. The Boris Continuum Cartoon Look Unit includes the Cartoon Look, Pencil Sketch, Charcoal Sketch, and Watercolor filters from Boris Continuum Complete 6:

* BCC Cartoon Look - BCC Cartoon Look simulates the look of cartoon rotoscope animation which was recently popularized with feature films such as "A Scanner Darkly" and "Waking Life" and may also be seen in memorable advertisement campaigns for The Charles Schwab Corporation. The filter includes many preset looks and styles, all available via the filter's preset pop-up menu. Users can even make their own presets and apply them to any other clip in any project. This filter is easy to use, yet provides parameter controls to achieve the right look with any source material.

* BCC Pencil Sketch - The BCC Pencil Sketch filter simulates the look of a hand-drawn pencil-sketched image. Simply apply this filter to an image clip to emulate the look of an animated pencil-drawn sketch. The filter includes apply modes which can be used to blend the generated pencil lines with the original image to produce unique stylized looks

* BCC Charcoal Sketch - The BCC Charcoal Sketch filter simulates the painterly look of an image that was created using charcoals. Simply drop the filter onto any clip and the image is immediately transformed into a charcoal sketch. The filter includes easy-to-use pop-ups to determine the weight or line width and the desired level of detail.

* BCC Watercolor - Watercolor paint-style images can easily be generated from any source material with the addition of the BCC Watercolor filter. This filter includes the ability to control the color and weight of the contour edges as well as the desired level of contouring. Users can save their own preset looks or use the included user-modifiable preset looks to generate wash or watercolor effects.

Boris Continuum Cartoon Look supports Adobe After Effects, Adobe Premiere Pro, Apple Final Cut Pro, Apple Motion, and Apple Final Cut Express. Apple's new Final Cut Studio 3 release is supported.

The Cartoon Look Unit is the latest addition to previously-released Boris Continuum Units: Chroma Key, Pan and Zoom, UpRez, Motion Key, Lens Flare, Film Look, Glitters, Optical Stabilizer, Light Rays, and 3D Objects.

Pricing and Availability:

Boris Continuum Cartoon Look is immediately available through the Boris FX worldwide reseller channel and direct from the Boris FX web site at www.borisfx.com for an MSRP of \$199 (USD). Customers who purchase the Boris Continuum Cartoon Look Unit or any other Boris Continuum Unit may credit the price of the Unit towards the full Boris Continuum Complete plug-in suite. For more information, please visit the Boris FX web site.

Boris FX:

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

<http://www.borisfx.com>

Cartoon Look:

http://www.borisfx.com/units/Cartoon_Look.php

Download:

http://www.borisfx.com/login/reg_form.php?action=esd_CLunits

Purchase:

<http://www.borisfx.com/store/>

Screenshot:

<http://www.borisfx.com/images/bcc/CLba.jpg>

Founded in 1995, Boris FX is the leading developer of integrated graphics and effects technology, delivering 3D compositing and vector graphic products for the broadcast, post production, film and multimedia markets. Boris products have grown to serve over 200,000 artists worldwide. The company's success lies in its ability to tightly integrate and leverage technologies through strong partnerships with industry-leading manufacturers such as Adobe, Apple, Autodesk, Avid, Grass Valley, Media 100, and Sony.

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