

FxFactory Pro Wins Award Of Superiority For Visual Effects Workflow

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Noise Industries announced that their flagship plug-in solution FxFactory Pro has won Microfilmmaker's prestigious Award of Superiority. FxFactory Pro offers 150 visual effects plug-ins optimized for real-time performance on the Macintosh platform. With the latest version of FxFactory Pro, Noise Industries introduced four new plug-ins as well as enhancements to 60 existing FxFactory effects.

Boston, MA - Noise Industries, developer of visual effects tools for the postproduction and broadcast markets, announced that their flagship plug-in solution FxFactory(R) Pro has won Microfilmmaker's prestigious Award of Superiority. FxFactory Pro offers 150 visual effects plug-ins optimized for real-time performance on the Macintosh platform. With the latest version of FxFactory Pro, Noise Industries introduced four new plug-ins as well as enhancements to 60 existing FxFactory effects.

"With each FxFactory release we include a wide-variety of new plug-ins and updates that are often a result of FxFactory customer feedback. We also put a significant effort into developing FxFactory tutorials that help users quickly understand the potential of our newest features. The combination keeps the majority of FxFactory users on the latest update," comments Niclas Bahn, director of business development, Noise Industries. "I want to thank Mark Bremmer at Microfilmmaker for recognizing our hard work and the clever imaginations of our customers who help us to continue to refine and improve the creative capabilities of FxFactory."

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 FxFactory Pro 2.0.9 a flawless 10/10, prompting the award's conveyance. Bremmer comments: "Noise Industries is truly setting the bar in plug-in management and versatility. While there are other plug-in producers and certainly other excellent products, the level of quality displayed by NI and their development partners in the FX Factory plug-in management software is definitely making Noise Industries the one to beat."

New in FxFactory Version 2.1

FxFactory was recently updated to version 2.1 to restore plug-in compatibility with Adobe(R) After Effects(R) running on Mac OS X Snow Leopard(R). FxFactory 2.1 includes LiveToon, a cartoon-look plug-in from development partner DVShade. For more information about FxFactory 2.1 and its new plug-ins, please visit Noise Industries online.

Availability and Pricing of FxFactory:

FxFactory Pro is available today for \$399.00 (USD). Additional plug-ins 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 or through select resellers. Adobe After Effects, Apple(R) Final Cut Studio(R) and Apple Final Cut Express(R) users can also test drive hundreds of FxFactory plug-ins by downloading the free 15-day trial version. To schedule a press briefing or request a product review; please contact Kathleen Langlois or Janice Dolan.

Noise Industries:

<http://www.noiseindustries.com>

Microfilmmaker:

http://www.microfilmmaker.com/reviews/Issue47/FxF209_1.html

FxFactory Trial:

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

<http://www.noiseindustries.com/support/factory210>

FxFactory 2.1:

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

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(R). For more information about Noise Industries, please visit Noise Industries online.

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