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## Company: Press Releases

For Immediate Release

Contact: RE:Vision Effects, Inc.

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### RE:Vision Effects introduces ReelSmart Motion Blur as an OpenFX plugin set for Autodesk Toxik and Assimilate Scratch.

RE:Vision Effects announces the immediate availability of ReelSmart Motion Blur (RSMB), for Autodesk Toxik (2007 and up) and Assimilate Scratch (version 3 and up). Other OFX hosts will be added to the list of supported applications once they are verified to work properly.

RSMB as an OFX plugin product comes with 2 plugins:

- 1) a plugin that automatically tracks every pixel in a sequence and blurs based on calculated motion. Some motion blur can also be removed. There is support for foreground and background separation using a specified matte for better tracking, when needed.
- 2) a plugin that adds or removes motion blur using existing motion vectors sequences (such as those coming from a 3D renderer).

Both plugins take full advantage of multiprocessors, and both support unclamped floating point image processing when supported by the host application.

RE:Vision Effects' motion vector format is supported by 3DStudio Max (as the Velocity Render Element), Cinema 4D, Illuminate Labs's Turtle, V-Ray, SiTex's Air via a renderman shader, XSI and Maya via a Mental Ray shader, RE:Vision Effects' Twixtor Motion Vector Create tool, and others. The various methods of retrieving motion vectors are documented on the FAQ section of our website.

The OFX version of RSMB is \$189.95 for a full license. A render-only version for applications that support background (non GUI) rendering is available for \$44.99, which renders projects saved with a full license. Volume discounts are available with a minimum purchase of 5 licenses.

The first RSMB OFX release is for 32-bit Windows operating system. RSMB continues to be supported in Adobe After Effects and Premiere, Apple Shake, Final Cut Pro and Motion (ppc only), BorisFX Red, Autodesk Combustion and Autodesk systems that support Sparks (Flame, Inferno, Smoke,...), Avid editing systems (Media Composer, Symphony,...), Softimage XSI, Quantel eQ, Eyeon Fusion and others.

More details here: [www.revisionfx.com](http://www.revisionfx.com) or in person at NAB, booth SL3827A.

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