



**For Immediate Release**  
**September 10, 2004**

## **Boris FX Introduces Boris Blue**

**Real-time 3D, compositing and motion graphics solution based on the award-winning Boris Red**

IBC 2004, Amsterdam (Booth 7.933) - Boris FX, the leading developer of integrated effects technology for video and film production, today announces the upcoming release of Boris Blue. This standalone application renders broadcast-quality compositions in real time regardless of the complexity of the 3D scene or materials. Boris Blue allows users to create stunning looks by combining innovative "pixel shaders" to paint objects with bump maps, noise patterns or natural materials along with light reflections and 3D shadows.

"We're very excited to combine this comprehensive toolset with real-time performance," said Boris FX founder and president Boris Yamnitsky. "Boris Blue offers all the features of the industry-standard Boris Red solution then adds sophisticated 3D functionality that significantly increases users creative options."

Boris Blue is a powerful and versatile application that integrates advanced 2D and 3D compositing, robust 3D modeling and animation, industry-leading software DVE technology, native vector titling, motion tracking, vector paint, rotoscoping, Adobe Illustrator file animation and extrusion and more, in a single application.

### **Key Features include:**

- Instantly preview on a client monitor without previewing to RAM.
- Adjust on-screen controls and parameter sliders in real time.
- Powerful OpenGL vertex shaders distort and warp 3D objects with a simple one-parameter action in real time.
- Create highly detailed bevels on extruded objects by defining a custom curve with spline drawing tools. Combine curves to create unique designs or match existing requirements.
- Create particle effects in real time by free hand tracing paths on screen. Combine multiple shapes including 3D models to achieve a unique look.
- Import models from other 3D applications in common 3D formats. Tap into a vast collection of shareware objects or choose from a collection of included 3D models.
- Open settings created in Boris Red and Avid FX.

Boris Blue gives users instant gratification as they can view the results of their work immediately. In addition to the real-time capabilities, hundreds of presets, online documentation and a minimal learning curve will streamline effects creation. Based on the industry-leading Boris Red plug-in solution, Blue includes a suite of sophisticated image processing filters include Glows, Lens Flare DeGrain, Match Grain, DeNoise, DeInterlace, Motion Blur, Glow Matte, Wire Remover, and dozens more.

Boris Blue will be demonstrated at the International Broadcasting Convention (IBC) 2004 in booth #7.933 in the RAI Convention Centre in Amsterdam September 10-14, 2004.

### **Pricing and Availability**

Boris Blue is expected to ship in Q1 of 2005. The initial release will support Windows only. Macintosh support will be added in a future release. Boris Blue will be available through our worldwide reseller channel and direct through BorisFX for \$1995 US SRP.

### **About Boris FX**

Founded in 1995 in Boston MA, 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 multi-media industries. Since the company's inception, Boris products have grown to serve over 125,000 artists worldwide. A great part of its success lies in the ability to tightly integrate and leverage technologies through strong partnerships with industry-leading manufacturers including Adobe®, Apple®, Avid®, Canopus®, DPS®, Discreet®, eyeon®, in-sync®, Incite®, Matrox®, Media 100®, Sony Pictures Digital®, and Ulead®. For more information visit [www.borisfx.com](http://www.borisfx.com).

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