



**NAB 2007 Previews**

**February 13, 2007**

## **Boris FX to Exhibit at NAB 2007**

### **New Boris FX Releases, Special Boris User Event and Post|Production World**

**Marlborough, MA - Boris FX**, the leading developer of integrated effects technology for video and film, will demonstrate new releases from their award-winning Boris FX product line; Boris Red, Boris Continuum Complete, and Boris Blue at NAB 2007, held in Las Vegas NV from April 16 through 19, on stand 10520. In addition to the new releases, Boris FX will also host a special Boris FX user event on Tuesday April 17. Boris solutions are also included as part of the fourth annual NAB Post|Production World Conference.

#### **New Boris FX Releases**

Boris Red 4.1 - A 2-year R&D effort, the new Boris Red release delivers superior image processing technology, a slew of must-have image treatment tools, and a newly designed user interface optimized for effects creation workflows. In addition to native support for Intel-based Macs, Boris Red 4.1 includes a Universal Binary plug-in for Apple Final Cut Pro as well as a Universal Binary standalone Render Engine. Boris Red 4.1 takes full advantage of the improved OpenGL graphics hardware found in the new Apple Mac Pro and MacBook Pro models. Combined with the power of the Intel processor, Boris Red 4.1 excels in performance and features; outrivalling 2D and 3D graphics and effects applications in its class.

Boris Blue 1.5 - Designed to accelerate professional effects creation with real-time performance, Boris Blue uses the latest generation NVIDIA GPU-based graphics cards to provide an interactive effects design experience. Blue delivers impressive real-time processing of 2D and 3D effects as well as real-time playback of video and audio media within effect compositions. Users can easily adjust effect parameters during playback, a "front room" capability that is ideal for client-supervised sessions. The new 1.5 Boris Blue release expands the number of supported NVIDIA cards, adds plug-in support for Avid AVX and OpenGL plug-ins as well as innovative deformers.

Boris Continuum Complete (BCC) - One of the most popular packages from Boris FX. Boris Continuum Complete offers users over 150 filters include advanced keying, matting, compositing, image processing, distortion, temporal effects and motion tracking. The next generation BCC products will be unveiled at the Boris FX User Group Meeting on Tuesday April 17. The new

products will offer improved host integration, performance and further innovative image treatment tools.

### **Boris User Event**

Boris FX will be hosting a special user event and cocktail party on the Boris FX stand (SL10520) on Tuesday April 17 from 4:00pm to 6:00pm. There will be special technology demonstrations as well as user case studies. Boris FX customers can register for the event at [www.borissfx.com](http://www.borissfx.com).

For more information about Boris FX at NAB 2007 or product/company imagery, please contact Janice Dolan at [janice@zazilmediagroup.com](mailto:janice@zazilmediagroup.com) or visit the Boris FX web site at [www.borissfx.com](http://www.borissfx.com).

### **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®, Autodesk®, Avid®, Canopus®, Discreet®, Eyeon®, in-sync®, Incite®, Leitch®, Matrox®, Media 100®, Sony Pictures Digital®, and Ulead®. For more information, visit [www.borissfx.com](http://www.borissfx.com).

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