



Media Contact :  
Karen Raz, Raz Public Relations  
(310) 450-1482  
karen@razpr.com

## **FOR IMMEDIATE RELEASE**

### **REALVIZ' AWARD-WINNING IMAGE PROCESSING FACTORY SOFTWARE TO SUPPORT MAC OS X**

Sophia Antipolis, France (March 26, 2001) - REALVIZ, the industry leader in image-based content creation, announced today that their award-winning software applications will be available for Mac OS X and the Mac platform. With a worldwide launch scheduled for NAB 2001 in Las Vegas, the first REALVIZ product to be made available for the Mac platform will be Stitcher, with demonstrations of this application at the REALVIZ stand (#M 8945). In an on-going effort to provide powerful effects and CG creation tools to a wider audience, reaching professionals and amateurs in film, broadcasting, gaming, architecture, Internet and CAD, this announcement is a major step forward for REALVIZ.

"The Macintosh has long been the platform of choice for a wide variety of designers, and has a large installed user-base in the web-design community," said Guillaume Duboc, REALVIZ VP WW Marketing of Professional Software. "Since our products were introduced, there has been a great demand by artists in the Macintosh community to port our applications, and we are now able to respond to these users' requests. Our first two products to be ported, Stitcher and ImageModeler, in particular provide the simplest solutions available for designers to build immersive panoramas and photo-real 3D models."

"With the intuitive Aqua user interface, incredible stability and stunning 2-D and 3-D graphics capabilities built into Mac OS X, the Macintosh is the best platform for the creative community," said Clent Richardson, Apple's vice president of Developer Relations. "The Image Processing Factory brings an integrated family of cutting-edge applications to Mac OS X and the Mac platform that will streamline workflow processes for graphics professionals."

ImageModeler will be the next REALVIZ application to be available on the Mac platform. The next generation of ImageModeler will be introduced for the first time during Siggraph 2001 in Los Angeles. There are existing plans to build Macintosh versions of ReTimer and MatchMover as well. Additional details will be released later this year.

#### **REALVIZ Special Offer**

All clients who purchase REALVIZ' Stitcher software between now and the end of May 2001, will automatically receive a Macintosh supported license on the launch of the new application.

### **About Stitcher**

Stitcher is the number one stand alone application for creating panoramic images up to 360 x 360 degrees. Using standard photographic equipment, the user can easily create virtual visits of existing real environments. Panoramas are automatically warped, color blended and de-blurred. The final rendering can be planar, cylindrical, cubical or spherical. Stitcher's key benefits are the possibility to take multi-row pictures in a full sphere, to export to various formats including QT4, QT5, Java and Web3D formats, and to provide multi-resolution rendering, thus making Stitcher ideal for a wide range of applications, ranging from immersive imaging on the web to high-resolution digital pictures ready to print in large format. Stitcher is a professional level application that dramatically reduces production times and costs for web and multimedia design.

### **About ImageModeler**

ImageModeler is the leading stand alone application to create photo-real 3D models for the web. Using simple photos, without additional hardware or camera equipment, ImageModeler enables 2D and 3D artists to build photo-real 3D objects in hours. Using a few points placed by the operator on the original shots, ImageModeler automatically reconstructs the placement in 3D space of the cameras that took the original photographs. Using this data, ImageModeler extracts the 3D data to build a mesh based on the object. Textures are extracted from the photographs, and using ImageModeler powerful tools, can be warped and applied to the model resulting in a photo-real CG object. ImageModeler's key benefits are the possibility to recreate photo real objects and environments, retaining control of the geometry and resolution of the model. ImageModeler models are photo-real, and are fully exportable to a wide variety of off-the-shelf animation and rendering applications as well as several web 3D formats.

### **Pricing & Availability**

Stitcher is priced at an MSRP of \$800 (U.S.) and ImageModeler is priced at an MSRP of \$4,500 (U.S.), with limited versions starting at \$2,100 (U.S.).

### **About REALVIZ**

REALVIZ is a privately-owned company based in Sophia Antipolis, France, with U.S. headquarters in San Francisco, California, and offices in Paris and Singapore. REALVIZ is the leader in image-based content creation for professionals and amateurs alike in film, broadcasting, gaming, architecture, Internet and CAD. Derived from years of research at the famous INRIA Lab in France, the company's stand-alone software applications enable 2D, as well as 3D artists, to easily and cost-effectively create rich media content for a wide range of applications, based on digital imaging. REALVIZ' award-winning products are currently in use by some of the world's leading production and effects houses, web design studios and architectural companies. REALVIZ' extensive client portfolio includes: Walt Disney Imagineering, Industrial Light and Magic, Warner Brothers Productions, Cinesite, Glassworks, Framestore, Sony Imageworks, Digital Domain, among many others. For more information, please send an email to [realviz.usa@realviz.com](mailto:realviz.usa@realviz.com) or call (415) 615-9800.