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Contact:

Gil Irizarry

President

Conoa, Inc,

PO Box 390126

Cambridge, MA 02139

gil@conoa.com

www.conoa.com

617-497-6791

Conoa Announces New 3-D Plug-in for Adobe After Effects

CAMBRIDGE, Mass. - January 16, 2001 Conoa, Inc. announces the release of the Conoa plug-in for Adobe® After Effects® software. Conoa brings true 3-D geometric primitives to the After Effects environment, allowing users to quickly add 3-D elements to their motion graphics.

Conoa supports 12 canonical shapes, including sphere, cube, and cylinder. Shapes can be arbitrarily placed in 3-D space, allowing larger forms to be created. The shapes can be viewed through After Effects' camera and lit with its lights, or with Conoa's own camera and lights. The shapes are then rendered with a powerful raytracing engine, which supports texture mapping onto any shape, reflections, refractions, Phong shading, specular highlights, multiple material models and much more. Any After Effects layer can be applied to any shape as a texture map. Shapes can intersect each other and any shape can cast a shadow onto any other. Partially opaque surfaces correctly cast variable density shadows.

Conoa uses the standard Adobe After Effects plug-in user interface; there are no custom user interface elements. This feature, along with support for After Effects' camera and lights, allows After Effects users to take advantage of Conoa quickly. There is almost no learning curve since users are working within a user interface paradigm with which they are already familiar. Additionally, Conoa supports 16 bits per channel, greatly reducing banding effects in rendered video.

"Conoa greatly enhances the After Effects user experience and increases their efficiency," says Steve Kilisky, senior product manager for Adobe After Effects. "Its shapes and raytracing work within After Effects' environment, allowing users to incorporate 3-D elements without having to leave the program."

Conoa is available for \$299 through Toolfarm (www.toolfarm.com).

Conoa works with After Effects 4.1 and higher, and many video systems that accept After Effects-style plugins. Conoa will also work on Avid systems through the use of Elastic Gasket from Profound Effects (www.profoundeffects.com). Conoa is available on the Macintosh running System 9.1, and the PC running Windows 98/NT/2000.

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About Conoa, Inc.

Conoa, Inc. is a Massachusetts-based company formed to provide the latest 3-D software technology to the motion graphics community. Founded in 2001, Conoa is embarking on its task with the release of its first product, the self-titled Conoa plug-in.

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