



For Immediate Release

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Conoa Brings 3-D to Avid[®] Editing Platforms Thanks To Elastic Gasket[™] From Profound Effects[™]

Conoa, a 3-D special effects plug-in written for Adobe[®] After Effects[®], is qualified by Profound Effects for use on Macintosh[®] and Windows[®] based Avid editing systems.

Jointly in Verona, WI and Cambridge, MA (February 1, 2002) – Profound Effects, Inc., the post-production technology think tank, and Conoa, Inc., the plug-in maker founded by industry veteran Gil Irizarry announce the qualification of Conoa for running on Avid editing and finishing platforms when adapted by Profound's Elastic Gasket.

Elastic Gasket allows users of Media Composer[®], Avid Xpress[®], Xpress DV, and Symphony[™] to make direct use of plug-ins written for Adobe After Effects. Previous to Elastic Gasket, AE plug-in suites were unavailable to Avid users without time consuming export, processing and re-import steps.

Conoa is a new plug-in for Adobe After Effects which allows users to create sophisticated 3-D scenes which can be ray traced with photorealistic results. When adapted by Elastic Gasket, footage from the Avid timeline can be easily texture mapped onto any of the 3-D primitives supported by Conoa.

“Through the Elastic Gasket, editors are now able to create 3-D scenes without having to switch to a 3-D application,” said Gil Irizarry, President of Conoa, Inc. “With Conoa and Elastic Gasket, Avid users have exciting new functionality previously unavailable to them,” he added.

Perry Kivolowitz, President of Profound Effects said, “We’re pleased to make it possible for Avid editors to use Conoa, a really impressive adjunct to an editor’s creative talents. Elastic Gasket continues to lead the way in bringing an ever widening array of After Effects compatible plug-ins to the Avid platform.”

Elastic Gasket and Conoa are available for both Macintosh and Windows-based systems. When Elastic Gasket is present, Conoa simply shows up and is used in the Avid environment just like any plug-in

written specifically for the Avid system.

Elastic Gasket for AVX 1.5 systems (all current Avid editing systems) costs \$395. A version for Avid|DS and Xpress DV are also available for \$995 and \$249, respectively. These products are available for electronic delivery via the [Profound Effects](#), Inc. web site and run in a demonstration mode. Conoa lists for \$299. An evaluation version of Conoa is available from the [Conoa](#) web site.

About Profound Effects

Profound Effects, Inc. is a Verona, WI based special effects technology think tank founded by Perry Kivolowitz and Paul Miller. Perry received an Academy Award® for Scientific and Technical Achievement in 1996 for his invention of Elastic Reality®. Paul, who authored the IRIX® version of Elastic Reality, Avid Marquee™ and was the architect of the AVX plug-in architecture, heads engineering. Serial entrepreneur Daniel Sterling rounds out the Profound Effects, Inc. management team.

About Conoa

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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Editors Note: Additional information about Profound Effects, Inc. and its products can be found online at <http://www.profoundeffects.com>. Information about Conoa can be found online at <http://www.conoa.com/>.

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