

FOR IMMEDIATE RELEASE
September 22, 2003

Contact:
Gil Irizarry
President
Conoa, Inc,
PO Box 390126
Cambridge, MA 02139
gil@conoa.com
www.conoa.com
781-643-1080

Conoa, Inc. Announces Conoa EasyShapes for Non-Linear Video Editors and Compositors

CAMBRIDGE, Mass. - September 22, 2003 Conoa, Inc. announces the release and immediate availability of Conoa EasyShapes, a 3-D plug-in set for non-linear video editors and compositors. Conoa EasyShapes allows users to map video onto spheres, cubes and cylinders using its proprietary 3-D rendering engine. Conoa EasyShapes works within a variety of video editing and compositing systems.

Conoa EasyShapes includes three plug-ins: Conoa CylinderWarp, Conoa Sphere and Conoa Cube. Conoa CylinderWarp maps video to a cylinder, but also allows the cylinder to wrap, unwrap and flex, providing a level of 3-D warpage functionality not normally found in motion graphics. Conoa Cube maps video to a cube, allowing six different video layers to be applied to the sides independently. The cube can be exploded or imploded, and the faces can be rotated and intersected. Conoa Sphere maps video to a sphere.

The plug-in set employs Conoa's proprietary 3-D renderer for generating its images. The Conoa renderer is one of the most advanced in the motion graphics market. It features texture mapping, reflections, refractions, Phong shading, specular highlights, reflection mapping, bump mapping, multiple material models and much more. The rendering engine supports a 3-D camera and lighting system. Additionally, any media layer from the video editor can be applied to any shape as a texture map or reflection map, including layers with partial transparency. The Conoa renderer also supports 16 bit-per-channel color, greatly reducing banding effects in rendered video

Conoa EasyShapes utilizes the native user interface of the video host system, allowing motion graphics professionals access to 3-D shapes, cameras and lights in a manner with which they are already familiar. Conoa's learning curve is small since users are working within a user interface paradigm already known to them.

Conoa EasyShapes works within Adobe After Effects 4.1 and higher, Apple Final Cut Pro 3 and higher, Discreet Combustion 3, and Avid systems through the use of Elastic

Gasket from Profound Effects. Conoa EasyShapes is available for the Macintosh running OS 9 and OS X, and Windows 98 and above.

###

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's products offer some of the most advanced rendering features available to motion graphics professionals.

© 2003 Conoa, Inc. All rights reserved. Conoa is a trademark of Conoa, Inc. Avid is a registered trademark of Avid Technology, Inc. Adobe and After Effects are registered trademarks of Adobe Systems, Inc. Final Cut Pro is a registered trademark of Apple Computer, Inc. Elastic Gasket is a registered trademark of Profound Effects, Inc.