



**For Immediate Release**

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## **Boris Plug-in Solutions to Support Canopus EDIUS HD**

**Advanced 3D compositing, titling and effects to integrate with Canopus nonlinear editor**

IBC 2004, Amsterdam (Booth 7.933) - Boris FX, the leading developer of integrated effects technology for video and film production, today announced that upcoming releases of the Boris Red, Boris Graffiti and Boris FX plug-in solutions will add support for the Canopus EDIUS HD real-time HD/SD editing workstation.

"The Boris plug-in solutions dramatically expand the titling, compositing and effects possibilities of Canopus EDIUS," says Boris FX founder and president Boris Yamnitsky. "We know that EDIUS customers have the highest expectations for streamlined workflow, which is what they'll find with the Boris solutions."

"We are pleased to have Boris support our full range of Canopus Broadcast, EDIUS realtime editing solutions for HD/SD and HDV." Said Hiro Yamada, founder and chairman of the board of Canopus. "EDIUS customers can now experience enhanced HD/SD compositing and titling capabilities with the availability of Boris's acclaimed software tools."

Boris Red will be demonstrated at the International Broadcasting Convention (IBC) 2004 in booth #7.933 in the RAI Convention Centre in Amsterdam September 10-14, 2004. Canopus will demonstrate EDIUS HD in booth #7.711.

Boris FX, Graffiti and Boris Red are plug-in applications that provide integrated broadcast-quality features for titling, compositing and 3D effects. You apply these applications directly to clips in your host NLE timeline. You then open a custom user interface where you create your effects. This architecture allows the applications to share an interface that appears and behaves the same across different platforms and in each of the more than 20 supported NLEs, including Apple Final Cut Pro HD, Avid systems, and Adobe Premiere Pro. In addition, all three plug-ins include the Boris KeyFramer™, a standalone application that creates effects offline using any computer. The KeyFramer is a cross-platform application that can be distributed free of charge.

EDIUS HD offers mixed real-time HD/SD editing in a turnkey system for the broadcast and content-creation market. Featuring true end-to-end HD production using Canopus HD technology, EDIUS HD includes Canopus EDIUS Pro realtime HD editing software, Canopus HD and HQ software codecs and the Canopus HDRX-E1 HD-SDI/SDI input and output card.

### **Pricing and Availability**

Boris Red, FX and Graffiti are available through the BorisFX worldwide reseller channel and direct through BorisFX. The versions that will add support for EDIUS HD will ship in Q4 2004.

### **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®, Avid®, Canopus®, Discreet®, DPS®, eyeon®, in-sync®, Incite®, Leitch®, Matrox®, Optibase®, Pinnacle®, Quantel®, Sony Pictures Digital®, and Ulead®. For more information visit [www.borisfx.com](http://www.borisfx.com).

### **About Canopus**

Canopus Corporation, based in San Jose, Calif., is the U.S. division of Canopus Co., Ltd, headquartered in Kobe, Japan. Canopus designs and manufactures award-winning digital video and graphics solutions for video professionals and enthusiasts. The company combines innovative hardware and software designs to set new standards in performance, functionality and reliability. Industry leaders worldwide recognize Canopus's advanced DV and MPEG codec technologies, which are featured in the company's highly acclaimed realtime render-free, multi-track video editing solutions and transcoding products. Canopus also has offices in the U.K., Germany, Italy, Australia and China in addition to an extensive worldwide distribution network. For more information contact Canopus at (408) 954-4500 or visit their Web site at [www.canopus.com](http://www.canopus.com)

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