



For Immediate Release

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INTELLIGENT PARADIGM, IMAGICA CORP., AND PHOTRON LTD.

**ANNOUNCE THE SALES RELEASE OF PRIMATTE® EXPLORER™ RT/HD:
THE BROADCAST INDUSTRY'S FIRST, REAL-TIME, HD CHROMA MATTE SYSTEM**

FEBRUARY 9, 2001 – Today Intelligent Paradigm, Inc. and IMAGICA Corp. announced that Primatte® Explorer™ RT/HD – the first *real-time* chroma matting hardware for high definition television and electronic film processing – will be released for sale March 31st. This industry first will be featured in the Intelligent Paradigm suite at the Las Vegas Hilton during the NAB 2001 show, April 23-26.

The first demonstrations of the Primatte® Explorer™ RT/HD were given in the Toshiba booth at the InterBEE 2000 show in Tokyo, Japan, November 15-17, 2000, and received enthusiastic, critical acclaim. This demonstration of HD chroma matting was an industry first. “High Definition is the mandated future of video broadcasting,” says Brett Bilbrey, Chief Technology Officer of Intelligent Paradigm. “Primatte® Explorer™ RT/HD is the first HD native product allowing production and post production matting to be accomplished – in HD, in *real-time*. Not only have we met the demanding data rates required by HD, but we’ve done this while providing an exceptional 16 bit processing per component.”

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Primatte® Explorer™ RT/HD, the first *real-time* High Definition chroma matte¹ system, features powerful, yet easy-to-use, precision matte-control functions for superb quality video composition. The Primatte process is a revolutionary concept in video signal compositing, providing quality not possible using conventional 'chromakey' techniques. Primatte's straightforward controls allow even first time users to execute high quality chroma mattes.

Primatte® Explorer™ RT/HD's software is based on IMAGICA's research and development in blue screen matting processes and color processing. IMAGICA's ongoing efforts resulted in the development of Primatte®, a chroma matting application used for special effects in numerous feature movies, television shows and commercials worldwide such as *Contact*, *Galaxy Quest*, and *Touched By an Angel*. Primatte is distributed by Photron Ltd.

Primatte® Explorer™ RT/HD's real-time core uses Video Explorer® 2 video processing technology. The Video Explorer® 2 video processing technology is flexible and reconfigurable, enabling solutions for difficult HD processing requirements. This allows Intelligent Paradigm to easily provide solutions for many types of HD processing applications (chroma matting, filtering, color correction, virtual studio, etc.). The heart of this processing technology is our patented MSIC™ real-time video processing engine that offers internal processing power and precision far beyond current broadcast-quality video requirements.

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¹ Chroma matting is the process whereby a foreground image shot against a monocolored screen is linearly composited onto another background, as opposed to a chroma key, which is a threshold compositing.



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Primatte® Explorer™ RT/HD Features:

- The *first* chroma matting product for the high definition broadcast industry.
- Intuitive, user-friendly controls offer quick and precise operation with a minimal learning curve. Allows first-time users to produce perfect mattes in a fraction of the time required by previous matte systems.
- While traditional mattes have required blue, green or red pure component colors, Primatte® Explorer™ RT/HD now allows the creative freedom to produce a matte on *any saturated* color background.
- Color-correction allows quick and independent adjustment of foreground and background signals. Allows users to create the necessary color balance by manipulating hue, saturation, luminance gain, and black level.
- Internal MSIC processing is an astounding 16 bits per channel (R,G,B and A).
- Accepts two SMPTE292M HD inputs, foreground and background signals, and provides one SMPTE292M HD output, the composited matte result. (Future upgrades intend to support processed foreground with a separate matte channel for downstream applications.)
- Available in a standard two unit high, 19-inch rack mount enclosure.

Intelligent Paradigm, Inc. is a digital media company with offices in Cupertino, California and Schaumburg, Illinois. Founded in 1996 by George Sheng (CEO) and Brett Bilbrey (CTO), the company aims to establish a new paradigm for digital media with the introduction of MSIC™ technology.

More information on the Primatte® Explorer™ RT/HD, Video Explorer® 2 and MSIC™ technologies can be found at <http://www.intelligentparadigm.com>.

Primatte® and IMAGICA® are registered trademarks of IMAGICA Corp.
Imagica's Primatte technology is protected by U.S. Patent No. 5,355,174.
Video Explorer® 2 is a registered trademark of Intelligent Paradigm, Inc.
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