



For Immediate Release

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INTELLIGENT PARADIGM AND IMAGICA CORP. ANNOUNCE

A MAJOR TECHNOLOGICAL BREAKTHROUGH:

PRIMATTE[®] RT/HD EXPLORER[™] – REAL-TIME, CHROMA MATTING FOR HD

November 15, 2000, Tokyo, Japan – Today Intelligent Paradigm, Inc. and IMAGICA Corp. announced that Primatte[®] RT/HD Explorer[™] – the first **real-time** chroma matting hardware for high definition television and electronic film processing, is being introduced at the InterBEE 2000 show in Tokyo, Japan¹. Primatte[®] RT/HD Explorer features Intelligent Paradigm's MSIC based Video Explorer[™] 2 video processing system.

Primatte[®] RT/HD Explorer[™] 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[®] RT/HD Explorer's[™] core is the Video Explorer[™] 2 video processing system, a flexible, reconfigurable architecture for providing solutions for difficult HD

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¹ To see Primatte[®] RT/HD Explorer[™], please see our demonstration in the Toshiba booth, Hall 8, Booth #8505 at the InterBEE 2000 show in Tokyo, Japan, November 15-17, 2000.



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processing requirements. The Video Explorer™ 2 video processing system can be easily extended to address many types of HD processing applications (chroma matting, filtering, color correction, virtual studio, etc.). The heart of this processing system is our patented MSIC™ real-time video processing engine that offers internal processing power and precision beyond broadcast-quality video requirements.

Primatte® RT/HD Explorer™ accepts two SMPTE292M HD inputs, foreground and background signals, and provides two SMPTE292M HD outputs, either the composited matte result, or processed foreground with matte output for downstream keying applications. Primatte® RT/HD Explorer's™ controls for Noise Removal, Matte Density, and Spill Suppression are so intuitive and easy-to-use that pulling a perfect matte can be achieved by a first-time user in just a few minutes! Primatte® RT/HD Explorer™ is scheduled to ship during the first quarter of 2001.

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 Video Explorer™ 2 and MSIC™ technologies can be found at: <http://www.intelligentparadigm.com>.

Primatte® is a registered trademark of IMAGICA Corp.
Video Explorer™ 2, MSIC™, and MediaBahn™ are trademarks of Intelligent Paradigm, Inc.
All other trademarks mentioned herein are the property of their respective owners.
Intelligent Paradigm's MSIC™ technology is protected by U.S. Patent No. 6,094,726.
Intelligent Paradigm's MediaBahn™ technology is protected by U.S. Patent No. 6,020,931.

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