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Cinital Introduces Previzion: an Advanced 3D Virtual Set System for Cost-effective Video Production

Previzion is first low-cost solution to incorporate camera motion tracking in a fully 3D environment

CAMBRIDGE, Mass. (September 20, 2005) – Cinital, a provider of 3D virtual set technology, today announced the availability of Previzion™, an advanced 3D virtual set system that enables video producers and broadcasters to integrate live actors with virtual environments in real-time. Available at a fraction of the cost of comparable high-end systems, Previzion features live video input, camera tracking, keying, 3D background rendering, real time color correction, compositing, and live video output.

Previzion automates the laborious, repetitive aspects of post production keying, tracking, rendering, and compositing techniques and gives directors and cinematographers a tool that does the heavy lifting of production work. Previzion allows video professionals to import 3D texture mapped models and high resolution 2D digital photographs, and to integrate them with live video. Using modern techniques from the world of visual effects like camera projection mapping and matte painting, Previzion provides the sophisticated control of a visual effects studio without outsourcing to render farms or requiring a large budget.

Previzion's powerful, yet straightforward interface lets video and cinema producers focus on the areas they want to without struggling with arcane commands, and its cross-application compatibility means that it will fit into a production environment's existing workflow.

"Previzion was created out of frustration with both traditional location based photography and the classic visual effects workflow," said Cinital Founder Eliot Mack. "It's a new way to set video productions in locations that would otherwise be difficult or impossible without investing \$100,000."

Previzion's live video handling engine has been optimized to process video at 30 frames per second. The result is smooth, perfectly rendered video, without dropped frames. The product currently handles NTSC, and will be able to handle PAL video in Q4 2005.

Available immediately at a price point of \$19,500, Previzion is sold directly by Cinital in North America and will be available for international distribution in 2006. The company welcomes inquiries from resellers.

About Cinital

Cinital LLC, based in Cambridge, Massachusetts, provides 3D virtual set technology to a wide range of users – corporate video producers, cinema producers, and broadcasters, among other creative professionals. The company was founded in 2003 to create the next generation of cinematic tools. The first of these is Previzion, a virtual set system that incorporates camera motion tracking in a fully 3D environment at 20% of the cost of existing high end systems. For more information, visit www.cinital.com.

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