

NOTE: This is a replica of original Matrox press release. The original press release may have been removed from Matrox website since then and some of the website links in this document may be outdated.



Boris RED 3GL Support for Matrox Parhelia Integrated Compositing and Effects, OpenGL Display on Broadcast Monitor

BOSTON, MA, September 11, 2003 — Boris FX, the leading developer of integrated effects technology for video production announces Boris RED™ 3GL support for the Matrox Parhelia™ digital video workstation graphics card from Matrox Graphics Inc., the leading manufacturer of professional graphics solutions. Boris RED™ 3GL with Matrox Parhelia™ allows users to expand their workspace across two computer monitors while simultaneously previewing their effects output on a broadcast monitor through a unique What-You-See-Is-What-You-Get (WYSIWYG) TV preview feature. The Parhelia card also allows users to take advantage of RED 3GL's support for OpenGL® hardware acceleration for performance previously unseen in an integrated 2D and 3D compositing and effects application.

Offering the industry's first Dual-display plus TV output support on a single AGP graphics card, Parhelia provides Boris RED 3GL users with the most productive environment for visual effects creation. This functionality is crucial when working with multiple windows and extended timelines. Using Boris RED's built-in video out capabilities with the Matrox Parhelia, users can perform WYSIWYG previews of their 2D or 3D compositions full-screen on a video monitor to check for safe title area, proper color temperature and any interlacing artifacts prior to rendering.

RED 3GL is the first integrated 3D compositing, titling, and effects application for non-linear editors to take advantage of OpenGL hardware acceleration, the cross-platform standard for high-performance graphics. RED's adoption of OpenGL delivers unprecedented performance at an affordable price to over twenty non-linear editing applications. RED 3GL offers customers an expanded compositing and effects environment with many new filters, tools, and technologies to maximize their creative potential.

"Boris FX has a long, prosperous relationship with Matrox, and we are delighted to see the fruits of this latest effort," says Boris FX founder and president Boris Yamnitsky. "As the product name suggests, RED 3GL makes extensive use of OpenGL for exceptionally fast, flexible and powerful 2D and 3D effects creation. Matrox Parhelia is exactly the kind of display card that can take advantage of RED 3GL's high-performance graphic capabilities."

"Matrox is extremely pleased with Boris FX's development to support Parhelia's unique multi-display output modes and WYSIWYG TV preview capability with Boris RED 3GL," says Caroline Injoyan, video workstation product manager, Matrox Graphics Inc. "Parhelia's Dual-display plus TV output feature and its solid performance combined with Boris RED 3GL, enhances creative workflow and maximizes productivity for compositors and visual effects artists."

Matrox Parhelia will be on display at the International Broadcasting Convention (IBC) at the Amsterdam RAI from September 12-16, booth number 7.121. Boris RED 3GL is being demonstrated at booth 7.649.

Boris RED 3GL

Combining exceptional image processing with sophisticated titling, RED offers superior integrated effects for popular NLEs including systems from Adobe®, Apple®, Avid® and Media 100®. In addition, the RED Engine provides standalone effects creation and rendering. Features include advanced 2D and 3D titling, vector paint, motion tracking, rotoscoping, and the most advanced 3D compositing and animation on the desktop. RED 3GL adds support for OpenGL hardware acceleration, and incorporates over 40 new filters, including Optical Flow for high-quality time remapping effects.

Boris Red 3GL is now available through Boris FX resellers, direct or on our online store. See www.borissfx.com or email sales@borissfx.com for details. Upgrades from earlier versions of Boris RED are \$295 US. Owners of Boris FX, GRAFFITI, and CALLIGRAPHY may upgrade to Boris RED for \$799 until October 31st (regularly \$999 US). The suggested retail price for new purchases of Boris RED 3GL is \$1595 US.

Matrox Parhelia

Matrox Parhelia is the world's first graphics card capable of outputting in Dual-display plus TV output mode, catering specifically to the unique needs of the digital video workstation market. Parhelia's extensive multi-monitor support for a variety of software non-linear editing, compositing and animation applications allows users to simultaneously view a multitude of application windows, video windows, toolbars, timelines and effects control menus across three screens while in TripleHead mode, or perform realtime TV preview in Dual-display plus TV output mode.

For more information, please consult the Matrox Graphics website at www.matrox.com/mga.

Matrox Parhelia™ 128MB AGP is available through the Matrox online store for \$399 US ESP. For more information on authorized dealers in the U.S. and Canada, please contact Matrox Sales at 1-800-361-4903 or (514) 685-2630, or by email at video.info@matrox.com.

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, DPS, Discreet, in:sync, Incite, Matrox, Media 100, Sonic Foundry, Sony, and Ulead. For more information, contact Boris FX at 617.451.9900 or visit the Boris FX web site at www.BorisFX.com.

About Matrox Graphics Inc.

Matrox Graphics Inc., the leading manufacturer of professional graphics solutions, has been delivering high-quality, innovative 2D/3D and video graphics accelerators for more than a quarter century. Pioneer of the trend-setting DualHead® technology, Matrox is a graphics chip designer and board manufacturer whose products have been awarded over 1,000 times worldwide for their superior image quality, practical ingenuity and unwavering stability. In July 2002, Matrox was elected as a voting member of the OpenGL® Architecture Review Board (ARB). A privately held company headquartered in Montreal, Canada, Matrox has international offices in the United States, the United Kingdom, Ireland, Germany, Italy, Hong Kong, and Taiwan. Information on Matrox products, drivers, technical support and more can be found at: www.matrox.com/mga.