



Press Release Contact Information:

Allison Plant
NewBlue, Inc.
Communications Director
92037

Voice: 858-551-5433

E-Mail: [Email us Here](#)

Website: [Visit Our Website](#)

NewBlue to Debut Free Cartoon Effects Plugin for Video at NAB Show

NewBlue, Inc. will unveil a free video effects plugin designed to transform live video into animation at the NAB Show, April 14-17th. NewBlue Cartoonr, enables video editors to transform live video with a cartoon look. Todor Fay, NewBlue's CTO, will demonstrate at the Sony booth daily at 11 am.

/24-7PressRelease/ - April 11, 2008 - Video effects plugin creator NewBlue, Inc. will unveil a free video effects plugin designed to transform live video into animation at the NAB Show, April 14-17th. The free video effects plugin, entitled NewBlue Cartoonr, enables video editors to quickly transform live video with a cartoon look. Todor Fay, NewBlue's chief technology officer, will demonstrate Cartoonr at the Sony booth daily at 11 am at the NAB Show in Las Vegas.

NewBlue Cartoonr is a lightweight, flexible free video plugin that instantly applies a hand-drawn, cartoon-like effect to live video. Editors seeking free Adobe Premiere effects, free Apple Final Cut Pro effects, free Avid Liquid effects, free Avid Media Composer effects, free Avid Xpress Pro effects, free Canopus Edius effects, free Pinnacle Studio effects, free Sony Vegas and free Ulead VideoStudio effects can download NewBlue Cartoonr, the free video effects plugin, at <http://www.newbluefx.com/cartoonr> starting April 14th.

Explains Melissa Jordan Grey, NewBlue's chief strategic officer, "With NewBlue Cartoonr, you no longer need a Hollywood art department to create the compelling look of hand-painted animation. Although we could have charged quite a bit for this free video effects plugin, we're pleased to offer Cartoonr free to the video editing community as a way to show the power and simplicity of our NewBlueFX line of video effects plugins."

Part of the NewBlueFX line of audio and video effects plugins, NewBlue Cartoonr offers a rich palette of preset cartoon styles and provides powerful control over drawing and painting techniques. Its elegant user-interface, a NewBlueFX trademark, allows fine tuning of both drawing and painting techniques, resulting in a rotoscoping effect. In addition, NewBlue Cartoonr features controls for blending in the original image to create artistic effects with ease.

Valued at \$250, NewBlue is offering NewBlue Cartoonr free of charge to users of all leading desktop video editing platforms. Designed as a video effects plugin, NewBlue Cartoonr integrates directly into the Adobe Premiere Elements, Adobe Premiere Pro, Apple Final Cut Pro, Avid Liquid, Avid Media Composer, Avid Xpress Pro, Canopus Edius, Pinnacle Studio, Sony Vegas and Ulead VideoStudio product lines.

Users can download NewBlue Cartoonr, the free video effects plugin <http://www.newbluefx.com/cartoonr> beginning April 14, 2008.

About NewBlue, Inc.

NewBlue, Inc. develops innovative audio, video and multimedia technologies for leading companies throughout the world. Founded in early 2002, NewBlue creates and licenses a range of proprietary technologies-- including a series of NewBlueFX video technologies, the NewBlue Audio Engine and Audiomatrix technology platform-- that meet the varied multimedia needs of mid-and large-sized companies. Experienced developers, musicians, artists, and software professionals with a unique and commanding set of skills, experience and talent comprise the NewBlue team.

The company unveiled its NewBlueFX product line in 2006 to meet the needs of digital video editing enthusiasts. The NewBlueFX collection of software plug-ins includes special audio and video effects, such as audio filters, noise reduction, equalization, compression and dozens of sophisticated graphic filters and transitions. To date, the NewBlueFX line includes 5 audio-oriented plug-in collections and 7 video-oriented effects and transitions collections for the Adobe Premiere, Avid Liquid, Avid Media Composer, Avid Xpress Pro, Pinnacle Studio and Sony Vegas desktop video product lines.

For further information, please see <http://www.newbluefx.com/media-kit.html>