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Free Cartoon Effect Plugin Now Available for Final Cut Pro

Now Apple Final Cut Pro users can animate live-action video with NewBlue Cartoonr, the fast, easy and free way to give scenes a cartoon look from NewBlueFX. This free cartoon effect plugin is available for immediate download at <http://www.newbluefx.com/cartoonr>.

/24-7PressRelease/ - LA JOLLA, CA, July 31, 2008 - Now Apple Final Cut Pro users can animate live-action video with NewBlue Cartoonr, the fast, easy and free way to give scenes a cartoon look from NewBlueFX. This free cartoon effect plugin is available for immediate download at <http://www.newbluefx.com/cartoonr>. Although NewBlue just released NewBlue Cartoonr for Final Cut Pro, this free video plugin has been available for the Adobe Premiere Elements, Adobe Premiere Pro, Adobe After Effects, Avid Liquid, Avid Media Composer, Avid Xpress Pro, Corel (formerly Ulead) VideoStudio, Pinnacle Studio, Sony Vegas, and Thomson Grass Valley (formerly Canopus) Edius product lines since April 2008, when the product launched at NAB 2008.

Inspired by those stylized television ads for a major brokerage firm, NewBlue chief technology officer Todor Fay led his team in designing a lightweight, flexible free video effects plugin that instantly applies a hand-drawn, cartoon-like effect to live video. Explains Fay, "With NewBlue Cartoonr, users can combine intriguing artistic effects with the power of live action. This free cartoon effect plugin rivals products costing hundreds of dollars."

Although valued at \$250, NewBlue is offering NewBlue Cartoonr free of charge to Apple Final Cut Pro, as well as those of all other leading desktop video editing platforms. Designed as a flexible special effects plugin, NewBlue Cartoonr integrates directly into video editors for a seamless working experience.

When asked why the company would make NewBlue Cartoonr available at no cost to users, Fay replied, "What better way to show the video editing community the power of NewBlueFX? We're quite convinced that once users try NewBlue Cartoonr, they'll come back for more. And with over 100 more effects, filters and transitions in our NewBlueFX collection of video effects plugins, we've got plenty more to offer them."

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.

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

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 (<http://www.newbluefx.com>) 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, as well as AVCHD UpShift, an AVCHD conversion utility.