

## **BORIS CONTINUUM COMPLETE AVX**

Boris CONTINUUM COMPLETE AVX, (BCC AVX) was designed to meet the needs of today's editors who need high quality effects that render quickly are easy to use and learn and produce a good result. The BCC AVX package is comprised of over 80 unique filters, which are broken down into 6 categories ... generators, Color and Blurs, Distortion and Perspective, Effects, Keys and Matte and Time based filters.

The biggest competitive product in this market is Sapphire, which are developed by the company Genarts. While both packages have some overlap, there are many features that make the BCC AVX package more attractive to the user than the filter effects in the various Sapphire bundles.

## **COMPETITIVE STATEMENT**

### **Boris BCC AVX versus Genarts Sapphire**

#### **Titling, and the Propagation of Alpha Information.**

Title creation is a very common task for the Avid editor and applying effects to these titles has until now been an arduous task requiring clumsy and complex workarounds or a trip into Photoshop. Why is that? Well a title is usually composited over an image clip, which means that the title must include alpha channel information so that it does not completely obscure the background clip onto which it is being composited. Avid's editing systems have an issue which prevents the alpha information from being propagated into the effect filters, a problem which only one company (BorisFX) have been able to solve. Any effect in the BCC AVX package can safely be added to a native Avid title and the alpha information is preserved along with the title making it a one step task to apply a directional blur or light zoom effect to the text.

#### **Z- Space Compositing.**

There are times when compositing in XY space alone is not enough. There is a filter with which this can be achieved in the Sapphire product line, which will allow the editor to intersect one image plane with another image plane. BCC AVX includes this feature but expands upon the idea by allowing the editor to intersect one plane with up to 4 other planes, and also intersect planes with spheres. The BCC AVX Z-Space filters, of which there are 3, also include built-in lights which can be positioned anywhere in 3D space. Images can be wrapped onto or around these objects and freely manipulated in XYZ space.

#### **Animatable Apply Modes**

Also unique to the BCC AVX product is the ability to animate each layers apply modes. Apply modes, of which there are 27 in BCC AVX, allow the editor to composite multiple image clips over each other, generating an image montage. There are both layer and mix back apply modes in BCC AVX and the operator can set one apply mode to the layer and different apply mode for the mix back. Both the layer and the mix back apply mode can be completely animated providing control in the Avid native UI never available prior to the release of this filter package.

#### **High Quality Chroma Keying.**

The absence of a true chroma key filter in the Sapphire product means that Editors that use this package must also purchase an additional set of filters to generate Chroma keys for blue screen or green screen clips. Included in the BCC AVX package is a very powerful and easy to use suite of keying filters including the Chroma key filter which received compliments from users that prefer it over almost any other keyer on the market today. The suite of keying filters for BCC AVX include a linear color key, a linear luma key, the matte choker and a matte clean-up, an alpha process filter as well as the afore mentioned Chroma key.

## **Compositing filters.**

Once there was a time when editors were left to edit clips together with sound and compositors generated image montage and performed color correction and effects. That time is now past and the editor in today's fast paced environment is expected to be able to accomplish all of these tasks, at least to some degree without a call in to the compositing department. This task is made easier with the BCC AVX filter collection, which allows the operator to composite up to 5 layers of video (BCC Super Blend) from one video track in the timeline. Each of the layers in the filter has it's own apply modes and composite ordering, all of course are animatable.

## **Color Correction**

The absence of even the most rudimentary color correction filters in the Sapphire plug-in pack means that for high end color tools, the editor would need to either use the build-in tools of purchase and additional filter package. BCC AVX includes 13 unique color correction filters, which can handle everything from true selective color correction with rgb, hls sliders and the ability to select color based on chroma, hue or combined rgb to color tinting with highlight, mid-tone and shadow control. Like most of the filters in the BCC AVX package, the color correction filters include the Pixel Chooser™, which enables the operator to selectively mask/matte the clip without applying another masking/matting filter making region or pixel based edits to the clip as easy as possible.

## **DVE and Drop Shadow**

As was mentioned earlier, each filter in the BCC package, where applicable, features the built-in masking/matting ability afforded by the Pixel Chooser™. In addition to this, most filters also include a built-in 3D DVE and Drop Shadow further empowering the editor by making complex tasks simple to do.

## **PRICING AND AVAILABILITY**

### **BCC AVX**

for Xpress DV - \$595

for Avid DS - \$2495

for Xpress, Media Composer, Symphony - \$1595

### **BORIS MOTION GRAPHICS PACK (BCC AVX + RED)**

for Avid Xpress DV - \$1295

for Avid DS - \$3495

for Xpress, Media Composer, Symphony - \$2495

### **SAPPHIRE**

for Xpress DV - \$995

for Avid DS - \$6,000

for Xpress, Media Composer \$2,800

for Symphony - \$3,800

### **Availability**

for Xpress DV – now shipping

for Xpress, Media Composer, Symphony – now shipping

for Avid DS – coming soon (expected to ship in October 2002)