



News  
Release

June 22, 2007

## REALVIZ® HDR Imaging Studio Now Available

**Sophia Antipolis, France (June 22, 2007)** – REALVIZ®, a leader in image processing software development, is pleased to announce the availability of the REALVIZ HDR Imaging Studio. The REALVIZ HDR Imaging Studio, combines Stitcher® 5.6, VTour 1.2 HDR and Photomatix Pro, and is the only software bundle available today for the creation of HDR environments for virtual reality, industrial design, special effects and video game applications, starting from digital snapshots and panoramas. With Stitcher 5.6, users can build HDR panoramas and directly export them as environment maps in their favorite 3D package. VTour 1.2 HDR now also enables digital content creators, for the first time ever, to add depth information to their HDR environment maps for Spatial Image-Based Lighting (SIBL). The REALVIZ HDR Imaging Studio is now available in English for Windows®. REALVIZ are currently offering 15% discount on purchases of the HDR Imaging Studio bundle until 30. June 2007\*.

REALVIZ Stitcher Unlimited 5.6 was launched in May of this year, and introduced full HDR compatibility for the very first time, enabling users to load, stitch, and save HDR (High Dynamic Range) images. With HDR imaging, users are able to create projects, which combine under- and over-exposed areas in the same harmonious panorama. A perfect synergy with the external tools available on the market for image tone mapping, such as Adobe® Photoshop®, Photomatix® or HDR Shop, is ensured through compatibility with the most commonly used HDR image file formats: OpenEXR (.exr, 16 or 32 bits per channel), and Radiance RGBE (.hdr). The enhanced core engine of Stitcher Unlimited 5.6 makes all image processing operations available for images with 32 bits per channel. HDR panoramas produced with Stitcher Unlimited 5.6 can be used as a lighting environment map for 3D studios to obtain ultra-realistic 3D scenes, and to ensure consistent lighting of virtual objects placed in real environments.

REALVIZ VTour draws on the award-winning technology of Stitcher and ImageModeler®, and offers an innovative and effective solution for the creation of photo-real 3D environments from 2D pictures or panoramas. VTour has been specifically developed for use in a wide range of applications, such as virtual walkthroughs, 3D simulation, virtual reality, urban planning and video games, and is also well suited for the creation of virtual sets for film and television. REALVIZ VTour 1.2 HDR is the only software available today for the creation of 3D HDR scenes, starting from digital snapshots and panoramas. For the first time ever, users will be able to add depth information to their environment maps to dynamically light their 3D models, then introducing the concept of Spatial Image-Based Lighting (SIBL). SIBL enables users to create realistic and spatially coherent 3D shadows and reflections, photo realistic 3D sets, allowing any camera or object motion in this space, and spatially coherent 3D lighting with HDR texture maps.

Photomatix Pro from HDRsoft is a stand-alone product, which processes the blown out highlights and flat shadows, which often result even from pictures taken with the best exposure, into harmonious HDR images with crisp details in both the highlighted and shadowed areas. Photomatix Pro solves this common problem through Tone Mapping and Exposure Blending, and also offers easy-to-use batch processing for increased productivity.

## **Pricing and Availability:**

The REALVIZ HDR Imaging Studio is available in English for PC.

- Includes Stitcher Unlimited 5.6 + VTour 1.2 HDR + Photomatix Pro: 1,950 €/ \$ 2,580 US
- Upgrade from Virtual Tour Studio to the HDR Imaging Studio: 1,200 €/ \$ 1,580 US

\* REALVIZ are currently offering 15% discount on purchases of the HDR Imaging Studio. Offer valid until 30. June 2007 for purchases via REALVIZ resellers and the REALVIZ online store.

For further details on this offer visit: [http://www.realviz.com/news/emailing/VT12\\_HDR\\_190607.html](http://www.realviz.com/news/emailing/VT12_HDR_190607.html), or contact [sales@realviz.com](mailto:sales@realviz.com).

For further details on Stitcher, visit: <http://stitcher.realviz.com>. For further details on VTour, go to: <http://imagemodeler.realviz.com>. For further details on Photomatix Pro, please visit: [www.hdrsoft.com](http://www.hdrsoft.com)

\*\*\*\*\*

## **About REALVIZ**

REALVIZ is a leading developer of image based creation software headquartered in Sophia Antipolis, France, with satellite sales offices in Los Angeles, London and Paris. REALVIZ develops a suite of image-based content creation solutions for the film, broadcast, gaming, digital imaging, architecture and Internet communities. Derived from years of research efforts at the renowned INRIA Lab in France, the Company's applications enable 2D and 3D artists to easily and cost-effectively tackle complex digital imaging projects. REALVIZ' award-winning products are used by thousands of professional photographers, as well as leading production and effects houses, web design, game development and architectural companies worldwide, including Boeing, Daimler Chrysler, The Orphanage, Inc, Cinesite, Framstore CFC, Sony Pictures Imageworks, Warner Brothers Animation, Electronic Arts, Duran Duboi and many others.

REALVIZ technology has been used to create stunning visual effects in many recent major movies, including: 'Blades of Glory', 'Zodiac', 'Goal!2: Living the Dream', 'The Host', 'Children of Men', 'Superman Returns', 'V for Vendetta', 'Harry Potter and the Goblet of Fire', 'Lord of War', 'Charlie and the Chocolate Factory', 'Sin City', 'The Day After Tomorrow', 'Sky Captain and the World of Tomorrow', and 'Harry Potter and the Prisoner of Azkaban'.

[www.realviz.com](http://www.realviz.com)

©2007 REALVIZ®. All other product or service names are the property of their respective owners.

REALVIZ MEDIA CONTACT:  
Liz Tjostolsen, REALVIZ, [Liz@realviz.com](mailto:Liz@realviz.com)  
Phone: +353 (0)1 260 2815