



News  
Release

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## **REALVIZ® to Showcase Stitcher® Unlimited & HDR Imaging Studio at PhotoPlus Expo in New York (Booth: 1461)**

**Sophia Antipolis, France (October 17, 2007)** – REALVIZ®, a leader in image processing software development, will be showcasing their latest technological advancements at this year's PhotoPlus show, which takes place in New York, USA from 18.-20. October 2007. Designed for professionals in the photographic and imaging industries, PhotoPlus Expo showcases the latest advances in photography, both traditional and digital. At PhotoPlus 2007, the REALVIZ team will be demonstrating the REALVIZ HDR Imaging Studio, unveiled in June 2007, as well as REALVIZ Stitcher® Unlimited 5.6, which became available in May of this year. REALVIZ are offering a special 20% discount off their award-winning Stitcher product range (including Stitcher Unlimited, Stitcher Pro & Stitcher Express), as well as the HDR Imaging Studio to coincide with this event. Offer valid 17.-26. October 2007\*.

### **About Stitcher Unlimited 5.6**

REALVIZ Stitcher is a photo stitching and image assembling software for the creation of professional-level panoramas and 360° virtual tours. Starting from digital images, the software's powerful central automatic stitching engine enables a diverse range of users to create high-quality panoramas, large-format prints, matte paintings, reflection maps and textures for film/television, as well as dynamic virtual tours for the real estate and tourism industries.

REALVIZ Stitcher Unlimited 5.6 now has 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.

*"Over the last 6 or 7 years, we have tried many different programs to achieve a high-quality 360-degree image suitable for large format reproduction. Some of the images have been up to 20m in length. Without a doubt, the REALVIZ Stitcher software series, and most recently Stitcher Unlimited, has produced the best results."* **Nick Wood, Photographer & Author, UK - [www.nickwoodphoto.com](http://www.nickwoodphoto.com)**

### **About 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

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add depth information to their HDR environment maps for Spatial Image-Based Lighting (SIBL). The REALVIZ HDR Imaging Studio is available in English for Windows®.

Demonstrations of REALVIZ Stitcher Unlimited and the REALVIZ HDR Imaging Studio will take place at the PhotoPlus Expo (Booth 1461) October 18.-20. 2007.

**\* 20% discount offer valid on purchases from the REALVIZ Online Store only, using the discount code 'PHOTOEXPO', from 17. -26. October 2007.**

To visit the Online Store, and for further details on the REALVIZ Stitcher product portfolio and the HDR Imaging Studio, visit: [www.realviz.com](http://www.realviz.com), or contact [sales@realviz.com](mailto:sales@realviz.com).

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### **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 NHK, TBS, Toyota, NTT, Okinawa General Education Center, Boeing, Daimler Chrysler, The Orphanage, Inc, Cinesite, Framestore 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: 'Harry Potter and the Order of the Phoenix', 'Underdog', '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', 'Charlie and the Chocolate Factory', 'Sin City', and 'The Day After Tomorrow'.

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

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