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For Immediate Release

CameraPOV™ Tapped For Indie Film “Tied Up”

Compatible with Adobe®, Discreet®, Apple® and Avid® platforms, CameraPOV adds voyeuristic look for indie teen drama. x3 Entertainment Group saved time, money and produced more realistic look.

Verona, WI (October 27th, 2004) – Deep Effects®, Inc., a leading innovator in special effects technology, is pleased to highlight the work of editor and motion graphics artist [Jeff Rubin](#) of [x3 Entertainment Group, Inc.](#) Deep’s CameraPOV camera simulator plug-in was used extensively in creating the voyeuristic look of indie teen drama, “[Tied Up](#).”

Deep has posted a user story on this project including sample clips at:

http://www.profoundeffects.com/customers/x3_tiedup_camerapov/

Camera viewfinder effects for the film, directed and produced by Jeremy Rubin, were originally prototyped as static overlays produced in a drawing program. Jeff Rubin saw a reference to CameraPOV on [2-Pop](#) and instantly knew these important effects could be made more dynamic and realistic with even less work.

The CameraPOV SLR effect was used in the opening title sequences. The High-end Camcorder effect is featured in the film’s end credits. The Generic Camcorder effect was also used in the film for some, let’s just say, intimate moments.

CameraPOV for After Effects®, Premiere® Pro, Final Cut Pro® and combustion® has a suggested retail price of \$149 (USD). CameraPOV for Avid AVX™ systems has a retail price of \$199. Please see the [CameraPOV Specification](#) page on the Deep Effects web site for specific platform compatibility.

Deep Effects can be found on the web at <http://www.profoundeffects.com>. The Deep Effects store is located on the web at <http://www.profoundeffects.com/store/>.

More information about Jeff Rubin, x3 Entertainment Group and the movie “Tied Up” can be found on the Deep Effects web site at:

http://www.profoundeffects.com/customers/x3_tiedup_camerapov/

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Editors Note: Additional information about Deep Effects, Inc. and its products can be found online at <http://www.profoundeffects.com>. A media center, including white papers, media releases, and logos can be found at <http://www.profoundeffects.com/company/press/>.

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