



Media Release For Immediate Use

Popsoft IT releases version 1.2 of Film Fusion

Sydney – 1 October 2005: Software developer PopSoft IT today announced the release of version 1.2 of their Windows based motion picture film scanning and conforming software application, **Film Fusion**.

Film Fusion is designed to dramatically reduce the time needed to create timecode, keycode and frame count scanning lists for motion picture negative scanning for digital intermediaries as well as traditional negative cutting. The time required can be reduced from several hours for a manual process to just minutes with Film Fusion.

Version 1.2 contains several new features many of which are specifically designed for scanning and recording facilities. Key features include:

- Optimized scanning EDLs for scanning for digital intermediaries.
- Export **NorthLight**¹ scanning lists.
- Export **Imager XE**² scanning lists.
- Hand held (laser) barcode reader support.

Film Fusion is currently being used by leading post production facilities around the world including the USA, UK, Hong Kong and Australia.

A **Film Fusion** software license (PAL and NTSC) starts at AUD\$7,000 with volume discounts also available.

For further information and product testimonials visit www.popssoftit.com.

¹ *NorthLight* is a trademark of FilmLight Ltd.

² *Imager XE* is a registered trademark of Imagica Corporation.

About PopSoft IT

PopSoft IT Pty Ltd is an innovative software development company based in Sydney. Founder Matthew Kane uses his broad-based knowledge of the film and television industry to create specialist software solutions. With five years in negative matching, and several years in software development, Kane developed **Film Fusion** after close consultation with fellow Negative Matchers and other post production facilities.

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Contact information

Matthew Kane
PopSoft IT Pty Ltd.

Tel: +61 2 9955 3336
Fax: +61 2 9955 3323
Email: mkane@popsoftit.com
Web: www.popsoftit.com

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