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**Prime Focus Software -- Formerly Frantic Films Software --  
Shows Off New Software Tools at SIGGRAPH 2009**

*Latest Versions of Krakatoa and Deadline Unveiled at Annual Computer Graphics Confab*

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Hollywood, CA (July 30, 2009)—Prime Focus Software (formerly Frantic Films Software) will be showcasing the newest versions of its award-winning software products at SIGGRAPH 2009. This year's annual computer graphics conference will take place at the Ernest N. Morial Convention Center in New Orleans, LA from August 3<sup>rd</sup> through August 7<sup>th</sup>. Prime Focus Software will be exhibiting from booth #3500 and will be giving attendees a sneak peek at Krakatoa 1.5, its high-volume particle renderer, and a prototype iPhone application for Deadline, Prime Focus Software's popular render queue management tool. For more information, please visit: <http://software.primefocusworld.com>.

"Frantic Films VFX and Frantic Films Software were acquired by Prime Focus in 2007, and this year, we are relaunching Frantic Films Software under a new name - Prime Focus Software," said Chris Bond, president and senior VFX supervisor, Prime Focus VFX. "It's a new name, but our product line-up and R&D team will remain the same. We are delighted to be exhibiting at SIGGRAPH again this year - it's an opportunity to connect with our user base and learn about the tools and techniques that will shape our industry."

Prime Focus Software will unveil Krakatoa 1.5 at SIGGRAPH 2009, a major release for the high-volume point-based particle rendering, manipulation and management toolkit that enables VFX artists to create dust, smoke, silt, ocean surface foam, plasma and even solid objects, all at unprecedented speeds. The new release will include crucial performance improvements and numerous feature additions, including a new voxel engine, Magma (a node-based channel editor) and Fume FX integration. Krakatoa 1.5 will be available for purchase as of Monday, August 3<sup>rd</sup>.

Also being exhibited at the show is Deadline 3.1, the company's hassle-free administration and rendering toolkit for Windows, Linux and Mac OSX-based render farms. In addition to collecting interested beta testers for its Deadline 4.0 beta program -- which will focus on speeding up performance for 250-plus node farms -- Prime Focus Software will also demo an exciting new Apple iPhone prototype application that will allow artists to control Deadline remotely anytime, anywhere.

Prime Focus will also be opening up submissions to its Krakatoa image contest at the show. Artists must submit an image or animation that follows the theme of "EARTH, WIND, AIR AND FIRE," with the winning work receiving a Prime Focus Software bundle worth \$2,500. Those interested can obtain a free evaluation license of Krakatoa by filling out the license request form at <http://software.primefocusworld.com/software/products/krakatoa/download/>. All entries must be emailed to [siggraph-contest@primefocusworld.com](mailto:siggraph-contest@primefocusworld.com) on or before October 1<sup>st</sup>. For complete contest details, including submission formats, visit <http://software.primefocusworld.com>.

**About Prime Focus**

Prime Focus is one of the world's largest Visual Entertainment Services groups, specialising in providing creative and technical services for the film, broadcast, commercials, music, gaming, internet

and media industries. With a market capitalisation of \$140m USD, it operates nine facilities in India, four in the UK and four in North America, offering clients access to a talent pool of over 600 visual effects artists worldwide.

Over the last 11 years, Prime Focus has played a pioneering role in embracing digital entertainment technologies, and today offers an end-to-end service deploying robust, best-in-class technology platforms to create a delivery pipeline that lets its customers effectively manage the creative process.

Prime Focus is a market leader in its field, ranked number one in India and number four in the highly competitive UK market. Part of its success has been due to the care and attention it pays to clients at a local level (running studios in London, Mumbai, Chennai, Hyderabad, Goa, Bangalore, Los Angeles, New York, Winnipeg and Vancouver) whilst leveraging the talent, resources and cost advantages of its global infrastructure.

Prime Focus is a public stock company with shares traded in the Mumbai and National Stock exchanges in India (Symbol - PRIMEFOCUS). Prime Focus also owns and operates Prime Focus London plc (Symbol - PFO), which is publicly traded in the LSE's AIM market. For more information, please visit [www.primefocusworld.com](http://www.primefocusworld.com).

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