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Trapcode Presents Ken Perlin an Award of Excellence

Recipient to Receive \$10,000 Prize

Stockholm, Sweden, April 20, 2007 – Trapcode, developer of visual effects and motion graphics tools today announced that Peder Norrby of Trapcode is honored to present Ken Perlin the Trapcode Award of Excellence on Monday, April 23, 2007. This reward also includes prize money in the nomination of \$10,000. The ceremony will be held at New York University at 7:00 PM in the main lecture hall of the Warren Weaver building.

Trapcode is presenting Ken Perlin the Award of Excellence for his genius algorithm called Perlin Noise that Ken Perlin generously published to the public. This code produces pseudo-random numbers that are very useful in computer graphics for creating clouds, fog, smoke, and organic looking textures and shapes. The code has been incorporated in best-selling Trapcode products Shine, Particular, and the soon to be released product named Trapcode Flux. You can see the effects generated by these software applications in feature films and TV shows such as Matrix Revolutions, The Day After Tomorrow, Sin City and CSI Miami.

Ken Perlin is a professor in the Department of Computer Science at New York University. His research interests include graphics, animation, user interfaces, science education, and multimedia. In January 2004 Perlin was the featured artist at the Whitney Museum of American Art. In 2002 he received the NYC Mayor's award for excellence in Science and Technology and the Sokol award for outstanding Science faculty at NYU. In 1997 Perlin won an Academy Award for Technical Achievement from the Academy of Motion Picture Arts and Sciences for his noise and turbulence procedural texturing techniques, which are widely used in feature films and television. In 1991 he received a Presidential Young Investigator Award from the National Science Foundation.

About Trapcode

Trapcode (<http://trapcode.com>) is a one-man company founded in 2001 by Peder Norrby. Over the years Trapcode's software tools have become part of the industry standard in motion graphics and visual effects. Trapcode focuses on creating groundbreaking, robust technology that is easy to start using for beginners and has many complex features for advanced users.

Trapcode is a privately held Aktiebolag (AB) based in Sweden. All sales and support are managed by Red Giant Software (<http://redgiantsoftware.com>).