

Thank you for your interest in FXhome and its products. This document contains useful background information about FXhome Limited.

What we do

FXhome is a software developer and consultancy firm, specialising in video and image products.

Best known for the Lab series and PhotoKey products, FXhome has been actively developing visual effects products for filmmakers and photographers since 2001. FXhome software, plus an extensive range of stock and tutorial products, is distributed globally via the FXhome.com website, which also hosts a vibrant online community.

Product overview

For more detailed information on FXhome products please refer to other documents as highlighted below.

PhotoKey series

PhotoKey 4, PhotoKey 4 Pro and PhotoKey 3 Plug-in provide easy green screen compositing to photographers.

All versions of PhotoKey include the core green screen removal and spill suppression features. PhotoKey 4 and PhotoKey 4 Pro provide a range of filters and effects, with the Pro version also including batch processing and other enhancements. PhotoKey 3 Plug-in works directly inside Adobe Photoshop.

Pricing begins at \$99.

More information:

http://media1.fxhome.com/press/PhotoKey_series/PhotoKey_series_reviewer_guide.pdf

Lab series

EffectsLab Pro, CompositeLab Pro and VisionLab Studio are powerful visual effects packages for low budget and beginner filmmakers.

EffectsLab Pro includes a range of effects systems including a particle engine, lightswords, muzzle flashes and lens flare optics. CompositeLab Pro is designed for complex compositing, including green screen. VisionLab Studio combines the features of both products into a single application and adds a range of exclusive features including a realistic lightning generator.

Pricing begins at \$149.

More information:

http://media1.fxhome.com/press/Lab_series/Lab_series_reviewer_guide.pdf

Tutorials and stock collections

A range of accessory products are available that enhance the PhotoKey and Lab products.

FXhome tutorial DVDs cover a wide range of filmmaking topics and genres, from war movies to science fiction epics, using green screens and cinematography skills. Pricing begins at \$19.99. More information: <http://fxhome.com/products/tutorials>

The Footage collection comprises ten individual discs of special effects stock footage, including pyrotechnic and smoke clips plus a selection of science fiction backgrounds. Pricing begins at \$34.99. More information: <http://fxhome.com/products/video>

13 DVDs of high quality backdrop images are available for PhotoKey users, providing a wide range of settings from floral to gothic and including classic prom and studio options. Pricing begins at \$24.99. More information: <http://fxhome.com/products/photo>

History

2001 – 2004: Early days

Formed in 2001 by Joshua Davies and Toby Walsh, FXhome began as a small, UK-based software developer. The company's first product, AlamDV, attracted widespread Internet attention from filmmakers and established a sizeable online community at the FXhome.com website.

New products were released in 2002 and in 2004 FXhome's first green screen compositing product was released, called Chromanator.

2005 – 2008: Lab and PhotoKey ranges

In 2005 FXhome released three new products to cater for the enthusiast and independent film markets: EffectsLab Pro, CompositeLab Pro and VisionLab Studio. The Lab range has been extensively developed and updated since its initial release and has enjoyed excellent reviews in the computer and digital video press, winning several awards.

FXhome moved into the photography market in 2008 with the PhotoKey green screen software. In the same year new stock and tutorial products were released and FXhome funded the creation of a community short film called Fracture.

2009 – present: Expansion and PhotoKey 4

Q4 2009 saw the release of PhotoKey 3, with the Photoshop plug-in edition joining the standard and pro versions. A revamped batch processing interface and numerous new filters and effects have made this the most popular release of PhotoKey to date.

With rapid expansion throughout 2009 and a major increase in staff in 2010, FXhome continues to explore exciting new territory and products.

Version 4 of PhotoKey was released in Q4 2010 with many new features including enhanced batch processing for event photographers in PhotoKey 4 Pro.

FXhome's growing team of experts continues to provide a variety of consultancy options including research and development for online content providers, turnkey solutions for photography studios and advice for independent filmmakers.

FXhome.com community

By embracing the networking potential of the Internet from the start, an international community of filmmakers has formed at FXhome.com with over 150,000 registered members.

The community provides a safe and friendly environment in which to learn and improve filmmaking and photography skills and includes an online cinema where filmmakers can show off their latest work. Users also help each other with technical queries, offering an additional avenue of product support. Owners of FXhome Lab software can upload and share visual effects with other users, which has resulted in a library of over 1300 presets.

Contacting FXhome

If you are interested in our company or products we would love to hear from you. Depending on the nature of your enquiry we can arrange NFR review copies of software, reader discounts and competition/giveaway prizes.

Extensive media resources can be found in our press section: <http://fxhome.com/press/>

All press-related enquiries should be sent to Simon Jones:

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