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FXhome launches CG lightning plugin for Adobe After Effects

Norwich, England - 17 January 2008 - FXhome today launched PowerPlug, a plugin for Adobe After Effects designed for lightning and electricity visual effects. Based on extensive research into electrical behaviour, PowerPlug can create both realistic weather and sci-fi and fantasy effects.

Having specialised in stand-alone visual effects software for over six years, PowerPlug is part of FXhome's new AE plugin range, which also includes the gunfire generator MuzzlePlug. Incorporating enhanced technology from FXhome's multi-award winning products, PowerPlug enables AE users to create lightning effects from within the familiar AE interface.

"We set out to create the best looking lightning on the market," says Simon Jones, Communications Manager at FXhome. "It needed to produce realistic and dynamic electricity that looks great in all situations, whether it's for subtle weather effects or extravagant fantasy projects. PowerPlug is the result, and it's great to be able to give After Effects users access to more of our technology."

Becoming a seamless part of the After Effects workflow, PowerPlug comes complete with a selection of presets to quickly generate stormy weather, magical effects and sci-fi weapons. Extensive customization allows for an infinite variety of lightning designs, ensuring that the results are always unique and high impact.

PowerPlug is available now from the FXhome.com website for US\$179 (UK£99, Euro€149). All purchases include free point updates, FXhome's rapid after-sales support service and access to the FXhome.com community. More information can be found at <http://fxhome.com/products/>. Review copies can be provided to print and online press upon request.

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ABOUT FXHOME – FXhome is a leading software developer and consultancy firm, specialising in visual effects, web design and bespoke third party solutions. Over six years of experience and an international team of experts has positioned FXhome as the provider of choice for software, filmmaking and online services.