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Vertus Donates Award-Winning Digital Imaging Software to NTID at RIT

March 14, 2007

MATTAPOISETT, MA - Vertus, the graphics and imaging software division of Heligon, a technology business specializing in image data interpretation, today announced the donation of eighty-eight copies of Fluid Mask, the next generation cut-out tool and Adobe Photoshop plug-in, to the National Technical Institute for the Deaf (NTID) at Rochester Institute of Technology's School of Print Media. RIT plans to utilize the software to improve the outstanding technical and professional education programs offered at the School of Print Media's NTID.

Fluid Mask is the top rated tool used in the process of cutting-out objects from their backgrounds in digital images by using techniques that mimic the way the human eye and brain sees edges and objects. The software identifies the outline of the various colors, textures and shades, and separates them into individual puzzle-like pieces. Each piece can then be selected individually or in groups making cutting and masking simple. Through the use of this innovative technology, Fluid Mask enables the fastest and most accurate cut-outs on the market.

Having provided deaf and hard-of-hearing students with outstanding technical and professional education programs since 1968, NTID is constantly striving to improve the preparation of its students. The addition of Fluid Mask to their curriculum will enable NTID to continue the high quality of education upon which the Institute was founded.

Masking, cutting out images and separating objects from backgrounds in images are some of the basic necessities upon which all advanced imaging practices are based, and are part of the skill-set which all students at NTID learn. Fluid Mask enables NTID to advance student capabilities by providing them with a program that allows these functions to be performed with precision and efficiency.

"We are excited to add the capabilities, which can only be found in Vertus' Fluid Mask, to our programs here at the National Technical Institute for the Deaf," said Dr. Michael Kelper, professor emeritus at Rochester Institute of Technology. "Making Fluid Mask available to our students will help enable us to prepare them for careers on the cutting edge of print media. For our students, masking and cut outs are basic steps in most of the work they will do throughout their careers. By facilitating more accurate and efficient

completion of these tasks, Fluid Mask will enable our students to further concentrate their efforts on developing their creative talents."

Fluid Mask has been designed to make the entire user experience as simple and quick as possible. This intuitive software enables users to tackle masking and cut-outs which standard tools would have made extremely time consuming.

"We are delighted to be able to donate Fluid Mask to the NTID," said James Carr-Jones, CEO & President of Vertus. "It is wonderful that the addition of the unparalleled accuracy and efficiency of Fluid Mask will help educators promote an understanding of their medium and the continued advancement of the students' print media education."

About Vertus

Vertus is the graphics and imaging software division of Heligon, a technology business specializing in image data interpretation. Heligon's groundbreaking technology uses complex algorithms to mimic the way the eye and brain perform visual processing so that

complex shapes and colors can be recognized within images. Heligon licenses its technology to market leaders in industries including design and graphics, printing and video

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