

LoiLo Reinvents Video Editing with LoiLoScope

Free Software and Demo Available at loilo.tv

SIGGRAPH LOS ANGELES — August 11, 2008 — LoiLo, Inc. today introduced LoiLoScope, their breakthrough video editing software that redefines the video editing experience with speed, sophistication and playfulness never before seen in video editing software. LoiLoScope introduces an entirely new user interface based on an unconstrained, infinitely zoom-able workspace. Their pioneering direct interface with the graphic processing unit (GPU) lets users create and manipulate HD videos freely with one-touch operation and without time-consuming rendering.

“The LoiLo creative team believes that the editing tool should not stand in the way of your creative power. We want everyone with creative vision, even those without editing experience, to be able to express and share their vision through LoiLoScope”, said Ryutaro Sugiyama, Founder and Chief Creative Officer of LoiLo

Breakthrough Video Creation Tool

With LoiLoScope, users feel as if they are freely tossing, sorting and rearranging piles of live HD videos on an unlimited surface with fine-grained zooming capability. Clips can be instantly copied, cropped, appended, and overlaid. Videos begin playing immediately on mouse-over and all special effects can be applied without rendering. All of these features derive from LoiLoScope’s direct interface with the GPU.

“The editor feels magical. Like I’m touching the videos directly, with no tool between me and my work. What used to take hours now only takes a few

minutes with all my attention on the creative aspect of the movie. With LoiLoScope, you can forget about the frustrating mechanics of editing,” said award-winning videographer and director Daizaburo Harada, Professor of Graphic Arts at Tama University School of Arts.

One-click YouTube Upload

Effortlessly arrange videos, still pictures, and music on the timeline, then upload finished videos to YouTube with just one click. Longer videos are automatically divided into segments and uploaded in sequence.

Demo Shown at AMD Booth at SIGGRAPH 2008

“The Loilo team have shown a remarkable ability to take advantage of the power of our GPU. Their software offers a very user-friendly HD editing experience with exceptional speed and a highly intuitive user experience,” said Bahman Dara, World Wide Senior Marketing Manager, Professional Graphics of AMD.

The LoiLoScope HD demonstration is available at the AMD booth 327 at SIGGRAPH 2008.

Pricing & Availability

A free beta version of LoiLoScope is available now, August 11, 2008. The production release will be available on October 8, 2008 for US\$88 through Loilo’s online store at loilo.tv. An introductory promotional price of US\$59 will be in effect until December 25th, 2008.

About LoiLo, Inc.

Loilo, Inc. is an award-winning developer of breakthrough video editing software. The founding Sugiyama brothers, Koji, a brilliant graphic software developer, and Ryutaro, a computer graphic artist, have years of gaming industry experience at Sega, Namco Bandai, and Polygon Magic. LoiLo, Inc. won four prestigious awards in 2007 including the Microsoft Innovation Award for Best Commercial Business. LoiLo, Inc is a privately held company located in Kanagawa, Japan.

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