

# KPT VECTOR *Effects*™ Fast Facts

...simple solutions to complex production jobs for FreeHand & Illustrator!

KPT Vector Effects is a spectacular new set of plug-in extensions for Macromedia FreeHand™ and Adobe Illustrator™. Eye-catching effects such as distortion, warping and 3-D extrusion, once thought too difficult or simply impossible, now take only seconds with Kai's newest marvel for your digital toolbox. KPT Vector Effects plugs right into FreeHand 5.0 and Illustrator 5.5, delivering tools such as extrude, emboss, neonize, perspective, distort, shadowing, shattering and more! Kai's easy-to-use interfaces let you apply cool effects to text or objects in real-time, without ever leaving your favorite drawing application.

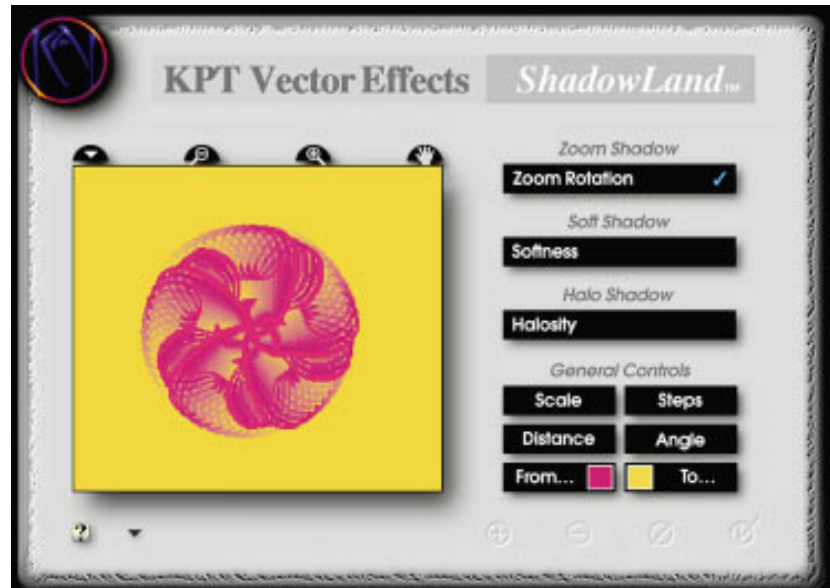
## Macintosh, Power Macintosh System Requirements

**Macintosh:** Macintosh IIx with math coprocessor;  
1MB (sharing host program's memory allocation);  
8-bit video (256 colors); MacOS System 7.1;  
Adobe Illustrator 5.5 or Macromedia FreeHand 5.0.  
Recommended: Power Macintosh; 8MB RAM; 24-bit video.

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**metasales@aol.com**

**<http://www.metatools.com>**



For the first time, anyone who uses FreeHand or Illustrator can create designs and imaging that simply weren't possible before KPT Vector Effects. Much more than a set of cool filters, KPT Vector Effects is an image-generating engine with the power to create 3-D, distortion, shadowing and shattering effects instantly.

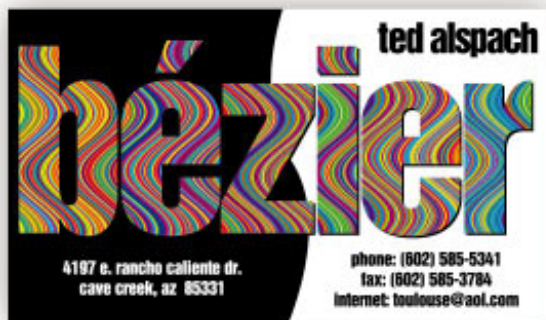
Did you ever think it was possible to wrap a wine label around its bottle in seconds while still in Illustrator? Or take your signature and twirl it around a 3-D object as if it was suspended in air? You can, and it's fast and easy with KPT Vector Effects! As a bonus, you can quickly create flares, halos, neons and more with Kai's stylistic extensions. Finally, KPT Vector Effects brings simple solutions to complex production jobs for FreeHand, Illustrator and all other vector-based programs that jump on board!



**“Remote” Artist: Robn Kester**

“To create the remote, I played with 3D Transform until I got a nice angle that I liked and created a preset with a slight bevel for the body of the remote. Then, using the same preset, I created the type without any bevel, but then added additional beveling for the buttons. It was easy! I wouldn't have been able to do any of this in Illustrator without KPT Vector Effects.”

**Robn Kester, Bernard Design Tulsa, Oklahoma**



“KPT Vector Effects has opened up a world of possibilities for Illustrator users. One of the most powerful extensions, KPT 3D Transform, is

almost a full fledged 3-D program in its own right, with lighting controls, perspective settings, and even the ability to give a metal or plastic surface appearance to extruded objects.”

**Ted Alspach, Author “Illustrator Filter Finesse” & “MacWorld Illustrator Bible”  
Cave Creek, Arizona**



## “Vase With Wildflowers”

Artist: Bill Niffenegger

### 3-D Transforms

This serious production tool combines effects such as bevel embossing, extrusion, and perspective distortion to achieve 3-D effects in real-time. Incredible control over the light source gives your images a photo-realistic flare – a first for vector-based applications.

MacUser<sup>UNITED KINGDOM</sup>

MacWEEK  
 JUNE 1995

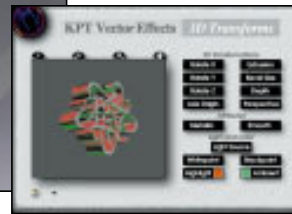


“The well thought out interface and tools within KPT Vector Effects makes this collection of incredible plug-in applications from HSC the ultimate addition to FreeHand. Vector Effects takes advantage of our advanced plug-in architecture, delivering a productivity powerhouse packed with creative surprises that even the most serious professional FreeHand designer will want!”

James Von Ehr II  
 VP & General Manager  
 of Macromedia

### ShatterBox

Several three dimensional effects such as bevel embossing, extrusion, and perspective distortion have been combined to give you amazing shatter effects. Crumble an entire image or a selected area. You'll love the results!



### Warp Frame

With minimal or no point additions, you can distort objects and save those distortion styles for future use. Plus, fewer points means faster screen redraws and RIP times – saving you hours of production time!



“By extending the industry-leading design capabilities of Illustrator to new heights, Vector Effects is a must-have for every Illustrator!”

**Sean McKenna**  
**Adobe Illustrator**  
**Sr. Product Marketing Manager**

**Real-time Previewing!** Swirl text as if it's a piece of string floating on water. Pull, stretch and emboss your client's logo until it looks as if it has been stamped into the concrete floor. Shatter an ice cube instantly! Real-time previewing unleashes your creativity and saves hours of trial and error!

**Serious Production Tool!** Kai's user interface is not only beautiful, but extremely productive and pragmatic. It focuses on getting predictable results from effects such as depth extrusion, beveling or shadow generation.

**Infinite Stylistic Effects!** KPT Vector Effects gives you instant access to volumes of pregenerated warps, distortions and 3D presets! But that's not all! You can create your own effects and save them in your own personal library of presets.

## **Quotes on KPT Vector Effects**

### **Ted Alspach, Author Macworld Illustrator Bible;co-author Illustrator Filter Finesse**

“KPT Vector Effects has opened up an entire new range of possibilities that were not realistically possible before. KPT Vector Effects is an integral part of my everyday Illustrator usage.”

### **David Drain, Art Director**

#### **Entertainment Tonight, Paramount Studios**

“I work in a television environment where quick turnaround is an understatement. At Entertainment Tonight, we’re often promoting movies and TV shows that are in development and have no graphics. KPT Vector Effects became indispensable from day one. KPT Vector Effects has helped make the Macintosh a perfect compliment to our high-end [Quantel] workstations.”

### **Robn Kester**

#### **Bernard Design**

“Anytime a product surfaces with the KPT insignia, it is almost always guaranteed to be a state-of-the-art, high-quality product with more uses than a Swiss Army knife. KPT Vector Effects is such a product. It satisfies Illustrator and FreeHand artists with an appetite for amazing effects and gives the average user the power to create amazing images. Anyone with a little imagination can find infinite uses for KPT Vector Effects.”

### **Sandee Cohen**

#### **Independent Consultant/Trainer**

“As an artist, I love KPT Vector Effects. I find myself creating effects I would never have attempted before, such as soft shadows and 3D extrusions. It’s not that I couldn’t do some of these effects before, it just took too much time. The bottom line: with KPT Vector Effects, I find I am concentrating more on composition and the looks and feel of the art. I’m not concerned with how to do the effect. I just do it.”

## **KPT Vector Effects**

**Perfect Freehand or Illustrator Extensions** KPT Vector Effects is perfect for any digital illustrator. An intuitive user interface makes it easy to create sophisticated art. KPT Vector Effects senses whether you are using Illustrator or FreeHand and uses the host application's conventions to blend elegantly and unobtrusively into your current workflow.

**Envelope Distortions & 3-D Effects** Create envelopes with sophisticated bezier control while adding relatively few or no new points. Simple or complex 3-D effects are easy to create without leaving your favorite drawing application.

**Enhanced Creative Capabilities** KPT Vector Effects allows you to draw amazing special effects such as shadows, embosses or other drawing effects that would have otherwise taken hours or even days. In addition, KPT Vector Effects lets you create stunning shatters and distortions.

**Incredible Production Solutions** Capabilities such as being able to position points and handles with .0001 point-accuracy plus exact positioning of objects provides precise control throughout the digital illustration process. Speed up design decisions using real-time visual feedback, multiple levels of undo and detailed previews.

**Effect Engines & Hundreds of Useful Presets** Select from hundreds of built-in presets or create and save your own library of custom presets with a powerful graphical preset viewer. KPT Vector Effects provides the control to fine tune your work and combines interesting effects to create a look that is uniquely yours.

## Answers to Common Questions

**How does KPT Vector Effects compare to other vector-based plug-ins?** KPT Vector Effects has over a dozen plug-ins in one package, instead of a single plug-in like most of the other products available. In addition, KPT Vector Effects works on curves without adding unnecessary points and opens a variety of creative possibilities never possible before in Illustrator or FreeHand.

**What new functionality does KPT Vector Effects offer?** KPT Vector Effects delivers effects such as 3-D extrusions, neonizations and shatters that simply would not have been possible with Illustrator or Freehand alone. Vector Effects also delivers production tools

**What efficiency advantages does KPT Vector Effects provide?** KPT Vector Effects removes many traditional production bottlenecks. To create a simple 3-D effect in Illustrator or FreeHand, you have to start another 3-D specific application, create and render your artwork there and then import it. Often, this artwork is either difficult or impossible to edit after it is exported. KPT Vector Effects, on the other hand, never forces you to leave the host application to create 3-D effects. More importantly, the artwork generated is fully editable.

**What production advantages does KPT Vector Effects provide?** KPT Vector Effects provides incredible accuracy in your ability to edit point positions. Every extension, including Point Editor and Resize and Reposition, feature numeric input. KPT Vector Effects is also very intelligent about when and where it adds points, adding points only as necessary.

**How will Vector Effects make my life easier?** Discover solutions to common problems using effects that are editable after being applied. KPT Vector Effects provides precise control throughout the digital illustration process with capabilities such as grouping rendered surfaces after applying 3-D transforms. Speed up design decisions using real-time visual feedback, multiple levels of preview detail and hundreds of graphical presets.

# Top Ten Reasons to buy KPT Vector Effects

- 1. Dramatically expand the capabilities of Illustrator and FreeHand.** Harness the power of extensions oriented to enhance both creativity and productivity inside your favorite drawing program. KPT Vector Effects provides tools and functionality you always wanted in Illustrator and FreeHand but never had.
- 2. Access robust 3-D environment within the host application.** Create amazing effects in true 3-D space with control over light source, light color, perspective, beveling and much more.
- 3. Extremely affordable.** KPT Vector Effects generates virtually unlimited numbers of custom filters while competitive products effects selling for as much as \$899 provide only unsharp masking. Other programs can create similar effects, but each tool must be purchased separately, many times at a higher cost per effect.
- 4. Envelope controls and presets.** Create true bezier distortions. KPT Vector Effects is the ultimate plug-in for creating “envelope” effects. Manipulate single or multiple points without adding new ones. Create warp envelopes with sophisticated control while adding relatively few or no new points.
- 5. Easy-to-use.** Intuitive production and creative tools designed with your needs in mind make KPT Vector Effects both easy to use and hard to put down. Access controls both numerically and graphically. Enjoy immediate time savings with virtually no learning curve and spend your time using our extensions, not learning them.
- 6. Incredible user control and real-time preview.** Real-time preview and multiple levels of preview detail provide greater productivity and instant visual feedback. Users define what artwork areas will be affected, and even unselected art can be included in previews. Using your favorite drawing program will never be the same.



**7. Thousands of unique effects.** Use KPT Vector Effects to create thousands of custom effects. It offers the greatest creative potential with fast and simple exploration of unlimited possibilities.

**8. Huge time savings.** KPT Vector Effects takes a huge step toward efficient production. When you need to do serious work, KPT Vector Effects is a productivity powerhouse. Production tools such as resize and reposition, four-decimal-precise point placement and color tweak simplify even the toughest jobs.

**9. Cutting edge tools.** KPT Vector Effects provides tools you will use every day and wonder why they weren't available right in your host application. Avoid workarounds and tricks. Get the results you want instantly. Why not use the most innovative tools available? Retain your competitive advantage using the leading edge of creative imaging technology. KPT Vector Effects is truly the most advanced tool to extend the power of Illustrator and FreeHand.

**10. Produce 'impossible' effects.** Create special effects that previously would have taken hours or even days to create, or would simply not have been possible before.