

**DATE**

September 06, 2016

**SECTORS**

Technology & Software

**DEAL TYPE**

M&A Advisory

**DEAL LOCATIONS**



**DEAL TEAM**



**Frank Cordek**

Managing Director

# DC Advisory advised GenArts on its sale to Boris FX



DC Advisory\* is pleased to announce that its client, GenArts Inc., a leading provider in specialized visual effects software for many industry standard editing and composition solutions, has been acquired by Boris FX, the leader in integrated VFX and workflow solutions for video and film.

GenArts' flagship product, Sapphire™, is a gold standard for high-end visual effects creation at leading film studios and broadcast facilities around the world. Since 1996, Sapphire effects have been used in at least one of each year's VFX Oscar-nominated films, and numerous award-winning television shows.

With the addition of the Sapphire team to Imagineer Systems' mocha technology, another recent acquisition, Boris FX is uniquely positioned to serve editors and effects artists with the industry's leading tools for motion graphics, broadcast design, visual effects, image restoration, motion tracking, and finishing.

This merger combines leading visual effects software companies and represents a significant milestone for the industry as a whole. We are excited to be joining the Boris FX and Imagineer Systems teams to further evolve the technology and artistry of visual effects.

George Naspo  
CEO and president of GenArts

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