

INSO acquires 3vis' video division

Montréal, September 26, 2008 – Montréal software and systems solutions distributor **3vis** has sold its video division to video and multimedia solutions expert **INSO**. The transaction comes on the heels of a decision by 3vis to concentrate on the sales of its 3D software and solutions for the film, television, video game and architectural industries. “We plan on focussing on leading Autodesk products such as Maya and 3dsMax,” explained 3vis president Sylvain Plourde. “The division has grown tremendously – so much so that 3vis opened an office in Toronto last year and intends to launch another in western Canada by the end of 2008.”

INSO, for its part, is very pleased with its new acquisition. The largest authorized Apple retailer in eastern Canada, INSO is now set to increase its market share in the resale of video solutions for the film, television and documentary industries. **Dominic Bourget** and **Yulian Pugachevsky**, who jointly oversaw the video division at 3vis, will transfer to INSO where they will continue to unfailingly serve their former employer’s clients.

About 3vis

3vis (www.3vis.com) mainly focuses on the distribution of specialised visual and virtual production software, especially in the modeling, 3D animation and postproduction sectors. 3vis provides 3D creation software including Autodesk Maya, Autodesk 3dsMax, Massive, Boujou and ZBrush – indispensable postproduction and game design tools – for the film, television and video game industries.

In addition to acting as a supplier, 3vis provides consulting, technical support and training services. The company also offers government-certified training programs to businesses and individuals on all of its featured products. 3vis will collaborate with clients throughout the production process to create products, assess needs, implement the right solutions and provide the necessary tools.

About INSO

Founded 25 years ago, INSO (www.inso.ca) employs 180 professionals who specialize in consulting, workflow and network architecture, integration and 24/7 support and services for collaborative video production workflows on the Apple, Avid, Protools, Adobe Premiere or After Effects platforms.

Eastern Canada’s largest Apple retailer and Apple Final Cut Studio integrator, INSO also has 16 years’ experience in providing video and multimedia solutions.

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