



**FOR IMMEDIATE RELEASE**

## **Bionatics releases natFX<sup>®</sup> version 5 for Autodesk<sup>®</sup> 3ds Max<sup>®</sup>**

**Paris/France, Vancouver/Canada – June 2nd, 2008** – Bionatics, the leading developer of 3D plant modeling and simulation tools for the 3D industry, announces the release of the version 5 of its 3D plant modeler natFX for 3ds max, its signature product used by the largest 3D animation and video game studios around the world.

*“natFX version 5 was developed to manage even better the loading, computing and visualization of large scenes, often heavy in plants and trees, into 3ds Max.”*, explains Stephan Gourgout, Vice President and Sales Director. *“the new features of natFX combined with the latest evolutions of 3ds Max, offer together a powerful solution package to design and render complex natural scenes in varied industries such as architectural visualization, video game development or 3D animated movies.”*

natFX's version 5 offers a bundle of new features including, for example :

- **Display of real-time proxies in the 3ds Max viewport.**  
The natFX proxy mode uses a simplified drawing of the plant in the viewport to free up memory and speed up interactive work in the viewport. During the rendering, the selected representation of the plant is transferred to the rendering engine upon demand, thus limiting memory usage.
- **Vegetation loading alert.**  
While working with 3ds Max, natFX sums up the polygon count of the plants inserted into the scene. natFX raises an alert when the polygon count overpasses a threshold, default value from the computer available RAM (the user can set his own limit). Then each proxy representation is colored from green to red depending on its own polygon count.
- **A new natFX material library**  
natFX now features its own Material Library completely integrated within the 3ds Max Material Editor. It allows the user to edit, modify or customize the bark, leaf, flowers and fruit materials of any plant. The natFX Material library is a great tool to manage variations like the colors of flowers for instance.
- **Edition / Modification of multiple plants in the 3ds Max scène.**  
natFX offers now the capability to select a bunch of plants within the scene and increment or decrement their ages, set the season, change their LODs from one click.

For more information or to place an order for natFX online, go to: [www.bionatics.com/natFXmax](http://www.bionatics.com/natFXmax)

To place an order off-line, contact Bionatics directly or your nearest Bionatics' reseller. Reseller list is accessible from [www.bionatics.com/natFXmaxDistributor.php](http://www.bionatics.com/natFXmaxDistributor.php).

Customers under suscription can download natFX 5 for free from the following address :

<http://www.bionatics.com/natFXmaxRelease.html>

### **About Bionatics**

Bionatics<sup>®</sup> is the world leader in plant modeling and simulation technology. The company develops a complete lineup of innovative solutions today used by leading firms in the industry of Architecture, Video Game, 3D Animation and Military Training Simulation (Foster & Partners, Jean Nouvel, Disney Feature Animation, Weta Digital, Electronic Arts, Ubi Soft, SEGA, CAE, Thales, Lockheed Martin, Boeing ...). Established in 2000 by Stéphane GOURGOUT and Michel MURAIL, Bionatics was born from the scientific research lead by CIRAD which brought to life the AMAP technology used behind its EASYnat<sup>®</sup>, natFX<sup>®</sup> and REALnat<sup>®</sup> products. The company has developed strategic collaboration with the leading manufacturers such as Autodesk<sup>®</sup> and Alias<sup>®</sup> in order to offer better production workflows to its final users. natFX is available for 3ds Max<sup>®</sup> and Maya<sup>®</sup>.

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