



FOR IMMEDIATE RELEASE
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re:think studios Taps modo for Re-creation of Famous Christmas Commercial
Santa's Razor Sled Crunches Snow and Tight Deadlines Thanks to "Blazing Fast" Renderer

MOUNTAIN VIEW, Calif. – December 12, 2011 – When ad agency [Walton Isaacson](#) needs Santa riding on top of a 3D electric razor just in time for Christmas, they call [re:think studios](#). And when re:think wants to get it done in time, they use the 3D modeling, painting and rendering capabilities of [Luxology®](#)'s [modo®](#) to bring that festive ride to life.

Earlier this year, Walton Isaacson was hired to create a holiday ad for Philips Norelco's new SensoTouch 3D rechargeable razor. They decided to re-imagine one of Norelco's most popular holiday ads of all time. The long-running original was known for a stop-motion Santa that sledded through the snow atop one of their products. It is widely regarded as a classic. For the new :15 to :30 second spots, the firm wanted to imitate the original's look, but incorporate a new twist. This time the razor would be 3D. That's where re:think studios – a 3D design, modeling and animation company based in Chicago – came in.

To create the razor, and many of the matte backgrounds that would surround it, re:think turned to modo – a trusted ally in their 3D workflow. For years, re:think has been using modo on 75-80% of their workload. This made the software a perfect choice for projects like Norelco's that required tight turnarounds. modo's highly intuitive features allowed the firm's artists to compose, light and model scenes for the new spot quickly and at high levels of quality.

"We use modo almost exclusively for our photo-real rendered content," says Brian Bullock, Director of CGI and Partner at re:think studios. "Creating great CG can be very difficult and time consuming, but with modo we never have to worry about quality or pushing deadlines because of slow render times. The speed of the renderer alone helps keep us relevant in this hyper-competitive world of advertising and design."

One of re:think's favorite features in modo is the preview render feature, which helps artists quickly see what their edits will look like in their final render. As visual story-tellers, this is important as they are able to transfer their ideas from their minds to their computers with speed

and efficiency. Their clients count on it, especially when the ad in question needs to be produced in a holiday-like rush.

“modo is blazing fast!” said Bullock. “And with the deadline we had on this spot, we needed every minute. I vote we put modo on the nice list.”

This spot can be seen nationwide on outlets like FOX, CBS, MTV, Adult Swim, ESPN, Comedy Central, etc. It can also be viewed online at re:think’s Vimeo page: <http://vimeo.com/32875358>.

About modo

modo is an innovative 3D modeling, painting and rendering software designed to accelerate the creation of world-class models, associated color and normal maps, and ultra high-quality renderings. modo’s modern workflow and advanced toolset easily deliver enhanced productivity for 3D artists working in video production, concept modeling, design visualization, film visual effects, package design, and graphic arts. A favorite tool among many artists and designers, modo's innovative toolset offers one of the fastest paths to content creation on the PC and Mac. modo is available from www.luxology.com or through any of Luxology’s authorized resellers around the world.

About Luxology

Based in Mountain View, Calif., Luxology® LLC is an independent technology company developing next-generation 3D content creation software that enhances productivity via artist-friendly tools powered by a modern underlying architecture called Nexus®. Founded in 2002 by Allen Hastings, Stuart Ferguson and Brad Peebler, Luxology is home to some of the top 3D engineering expertise in the industry. More information on the company, its licensable Nexus technology, its flagship product modo® and a gallery of designers images from the active modo community is available online at www.luxology.com.

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