



FOR IMMEDIATE RELEASE
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Cityscape Taps modo for Architectural Visualisations of the New Tate Modern 2 in London

Software Used to Create Accurate Visual Representations for Environmental Statement Submitted to Southwark Council

San Mateo, Calif. — Nov. 29, 2006 — Luxology® LLC, an independent technology company developing next-generation 3D content creation software, today announced that modo™ was used by the London-based 3D analysis and visualization firm Cityscape, in support of the new Tate Modern 2 in London. Cityscape selected modo for its speed, flexibility and real-time rendering capabilities, using the software to produce a total of 13 renders for an environmental statement that was submitted to Southwark Council as part of the Tate Modern 2 planning application. Cityscape developed the images in close cooperation with the architectural firm Herzog and de Meuron over an eight week period.

“modo excelled in surfacing, lighting and rendering, and its speed and flexibility allowed us to rapidly evolve the look of the structure as per requests made by the architects,” said Andrew G. Morgan, Head of R&D for Cityscape. “In addition, modo’s fast and accurate renderer can cope with real-world lighting and surfacing effects such as global illumination, energy conservation, Fresnel, reflection and refraction without the long render times typical of alternate solutions.”

The innovative Tate Modern 2 design utilizes a very specific type of ‘cast glass’ which features glass panels cast against another medium. Reproducing the desired look while maintaining the physical accuracy of the image in correct context with the surrounding neighborhood, and doing so at print resolution, presented a considerable production challenge for Cityscape’s designers. Using modo they were able to create and render several photorealistic views of the proposed development that were used in the application made to the Southwark Council.

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“This project was a wonderful opportunity to work on a cutting-edge design that promises to be an extraordinary public building in London,” said Oliver Treadway, founder and creative director at Cityscape. “In addition, introducing modo to our 3D pipeline allowed us to push Cityscape’s work to new heights, both technologically and artistically, resulting in a great combination of design and implementation.”

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 design visualization, film visual effects, video production, graphic arts and game development. A free 30-day full-featured evaluation version of modo is available for immediate download from modo3d.com.

About Cityscape

Founded in 2001 and based in London, England, Cityscape excels in 3D analysis, architectural visualization, simulation and film/animation for a worldwide market of architects and developers. The studio performs massing and viability studies, design assistance, verified planning views and can prepare a variety of imagery and animation for clients from 3D and photographic sources. For more information visit www.cityscape3d.com or contact Tony Pocock at t.pocock@cityscape3d.com.

About Luxology

Based in San Mateo, 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. 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 Luxology, its flagship product modo™, a gallery of artists’ images and the active modo community is available online at www.modo3d.com.

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