



**For Immediate Release
Oct. 8, 2008**

Luxology Announces Rhinoceros File Translator for modo

Direct Import and Export of Native 3DM Files Enhances Workflow for Artists Working in Industrial Design and Visualization; Free for Registered modo Users

San Mateo, Calif. — Oct. 8, 2008 — Luxology® LLC, an independent technology company developing next-generation 3D content creation software, today announced the immediate availability of a new 3DM file translator that allows [modo®](#) users to exchange files with [Rhinoceros®](#) (Rhino), the popular 3D design tool from Robert McNeel and Associates. Developed using modo 302's File I/O Software Developer Kit (SDK), this new translator allows modo users to both read and write meshed 3DM files, greatly enhancing workflow for modo and Rhino users working in industrial design, design visualization, package design and marketing content development. Available from www.luxology.com, the new 3DM translator is based on Robert McNeel and Associates' OpenNURBS™ library and is available in both Mac and PC versions.

"modo is key to providing our designers with more fluid workflows for design exploration and we applaud Luxology for openly collaborating with other software makers in the design/engineering field," said Gustavo Fontana, lead industrial designer at the Bose Corporation. "With this new 3DM translator we can create geometry in either modo and/or Rhino and bring all the data in mesh form to modo for 3D visualization, photorealistic rendering, animation, and materials and finishes exploration. We can also send design data back to Rhino to output StereoLithography (STL) data for rapid prototyping."

"modo is increasingly used for product prototyping and visualization by industrial designers," said Brad Peebler, president and co-founder of Luxology. "This new pathway allows the Rhino community to benefit from modo's incredibly powerful subdivision surface modeling for rapid ideation of both hard surface and soft body consumer products."

Pricing and Availability

The 3DM translator has an MSRP of USD \$99 but is currently being provided at no charge to all registered modo users via their user accounts on the [Luxology Website](#). It is compatible with modo 302 and supports both PC and Mac computers. Detailed information on the translator can be found at http://www.luxology.com/whatismodo/plugins/plugin_rhino_translator.aspx.

About modo

modo® is an innovative 3D modeling, painting and rendering software based on a flexible subdivision surface modeler and a fast high-quality renderer. modo's designer-friendly workflow and advanced toolset easily deliver enhanced productivity for 3D artists working in industrial design, design visualization, package design and marketing content development.

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 designer-friendly tools powered by a modern underlying architecture known as 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 translators, Luxology, its flagship product modo®, and a gallery of industrial design and architectural renderings is available online at www.modo3d.com.

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