



For Immediate release
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ROKKAN Taps Luxology's modo for Interactive 3D Website Development

Renowned Creative Agency Integrates modo into Production Pipeline

SAN MATEO, Calif. – Nov. 10, 2008 – Graphics on websites are now rivaling the game itself. To keep up with consumers' growing demand, full-service interactive agency ROKKAN has integrated Luxology®'s modo® into its production pipeline for creative 3D website development. ROKKAN, best known for creating content-rich 3D websites for games and products such as 2k Games' [Bioshock](#), Stride Gum's [Spit it Out Adventure](#), Nintendo's [Mystery Case Files](#) and Dawn's [Dawn Hands Have Talent](#), relies on modo for its superb modeling and rendering tools, along with its seamless ability to enhance existing workflow.

"modo has quickly taken its place at the center of our production pipeline," said Charles Bae, executive creative director at ROKKAN. "When our artists find a tool that they like as much as modo, it naturally makes its way into a variety of interactive projects. Our customers are deploying 3D more than ever, and modo's modern approach to 3D content development is a great match for the type of innovative projects that we are known for."

Developed for 2K Games, the *Bioshock* website (www.2kgames.com/bioshock/ps3/) is an excellent example of a content-rich website featuring a high-quality game-like experience. Visitors get a realistic taste of this Mature-rated game for the PLAYSTATION®3 as they navigate through a level and are introduced to key characters. It also boasts extensive use of in-game footage and new 3D assets modeled and rendered in modo. The site, which was awarded an "FWA of the Day" award for its rich graphics and game-like atmosphere, is internationalized and available in a wide variety of languages.

"modo has not only been useful for creating final assets, it has also been extremely vital in a project's concept and prototyping stages," said Matt Burniston, 3D generalist at ROKKAN. "We use modo extensively to sketch out ideas that may normally take longer to produce using conventional 2D image editing software. This is where the speed and flexibility of modo really

shine. The ongoing advancement of web technologies will continue opening the door for richer 3D experiences that mirror the interactivity and engagement of console and PC gaming.”

About modo

modo® 302 is a modern, artist-friendly 3D software that combines modeling, sculpting, painting, animation and rendering in a fused workflow for artists creating 3D content and final imagery for creative imaging, game development, film and broadcast, education, and design visualization. A favorite tool among many designers and artists, modo's innovative toolset offers one of the fastest paths to content creation on the PC and Mac.

About ROKKAN

ROKKAN is a full service interactive agency specializing in interactive campaigns which build demand for products, engage prospects and customers and build brands. ROKKAN has created web campaigns for companies such as Adidas, Coca Cola, Nestle, 2K Games, Nintendo, NBA, and Virgin. The company has offices in New York City and San Francisco.

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 Luxology, its flagship product modo®, and a gallery of customer created images is available online at www.luxology.com.

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