



**For Immediate Release
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Luxology Unveils Community-Based Asset Sharing Website for modo *New Content Sharing Site Allows Artists to both Create and Contribute*

SAN MATEO, Calif. – June 29, 2009 – Luxology® LLC, developer of modern, artist-focused 3D software, has created a new asset sharing Web site that serves as a participatory content-sharing portal and learning resource. Users are now able to upload and download Presets of all kinds as well as exchange associated usage tips and techniques with other artists. Introduced concurrently with the recently released modo® 401 software, the custom-developed site provides modo artists with an easily accessible online resource for content re-utilization.

The new asset sharing Web site is an extension of the streamlined workflow in modo 401 that facilitates the re-use of assets throughout the content creation process. Users can browse through the site's visual interface to select Presets such as realistic surface materials, 3D meshes, profile curves, animation assemblies and professionally designed lighting environments, which can all be utilized in modo 401. Artists and designers can also upload images and other assets to the site in order to share them with the rest of the modo community. To facilitate asset re-use, the site allows searches by category, popularity or by keyword search.

“With this new sharing mechanism, we are offering modo users the collective talent, experience and creative output of the entire modo user base,” said Brad Peebler, president and co-founder of Luxology. “Artists will now be able to quickly find Presets that make their scenes come alive as well as upload and store their own Presets. The site was developed specifically to fit the needs of the modo user community and integrates seamlessly with the rest of our Web site.”

The site also offers artists the opportunity to learn new techniques used by others in the creation of Presets, as well as a way to provide tips on how to use each asset. For example, when a material Preset is uploaded, the structure and components of the material are automatically displayed into a form that lets modo users understand how materials will look and act in modo's Shader Tree. Users can also accompany their contributions with text, video and images that explain in detail how a particular asset can be used.

“I’ve already found the asset sharing site to be a fantastic resource,” says Yazan Malkosh, a 3D artist and modo 401 beta tester. “Browsing the assets currently available online, including various materials, environments, meshes, assemblies and profiles, is very motivational - I’ve already used a number of them in addition to contributing my own. I’ll be checking back regularly whenever I have a new project.”

Additional Information

For more information or to browse though the asset sharing Web site, please visit <http://www.luxology.com/asset/>. All 3D software professionals and enthusiasts are encouraged to visit the asset portal; however, only modo 401 registered users may upload assets to the site.

For additional information regarding modo 401, including a detailed feature list, sample images and technical specifications, please visit http://www.luxology.com/modo/product_information/.

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 Nexus®, its 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.luxology.com.

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