



**For Immediate Release
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Luxology and Pixologic Collaborate on Innovative New Workflow for modo and ZBrush Users

New GoZ Feature Enables a Powerful Yet Simple Workflow Between modo® and ZBrush®

SAN MATEO, Calif. – July 22, 2009 – 3D artists everywhere are applauding the just-announced GoZ™ for modo feature from Pixologic, which improves the workflow between ZBrush, Pixologic's premiere organic sculpting and texture tool, and modo, the 3D modeling, painting and rendering software from Luxology®. Luxology and Pixologic worked closely together to optimize the mesh geometry transfer between these two computer graphics applications to give users a more seamless and combined workflow.

"GoZ for modo opens new opportunities and maximizes workflows for artists and designers from all backgrounds," said Brad Peebler, president and co-founder of Luxology. "By bringing these two modern 3D applications together through GoZ, modo and ZBrush users will experience a significant increase in time savings and efficiency."

GoZ is a feature within ZBrush that automatically transfers mesh geometry and normal, displacement, and texture maps into modo and back again. This ability to easily move between two complementary applications offers tremendous freedom to artists, who use each product at different phases of the creative process. With GoZ, modo can be used to create a base model, such as a human head, to provide the basic anatomy. This model can then be instantly transferred to ZBrush via GoZ for brush-based addition of scars, warts and wrinkles. The enhanced model can then be passed back to modo to create the final rendered output files.

"I use both modo and ZBrush in tandem to create detailed characters that are lightweight enough to run in a game engine," said John Hayes, lead character artist at Sega Studios. "I've found that GoZ unites the two most innovative 3D applications today, and modeling game characters within modo and ZBrush has never been easier."

Six-time Academy Award® winning makeup effects artist, Rick Baker, creates stunning digital renditions of creatures of all kinds using both modo and ZBrush. Baker's experience working with GoZ is summed up by his recent comment:

"Using GoZ, ZBrush models can instantly be opened and rendered in modo and you can make changes in either application with ease, which is the feature I have been waiting for. Thank you, Pixologic and Luxology, for continuing to make your outstanding applications even better."

"Pixologic is always searching for new ways to improve its products and provide its customers with more efficient services," said Jaime Labelle, COO at Pixologic. "GoZ for modo is a direct result of requests from our users for greater ease-of-use between these two products and we look forward to continued successful collaboration with Luxology moving forward."

Availability

GoZ™ from Pixologic is currently available as a feature of ZBrush3.2 on Mac OSX and will be available in the upcoming ZBrush 4 for the Mac and PC, shipping fall 2009. ZBrush retails for USD \$595. Additional information regarding GoZ is available at www.GoZBrush.com

modo 401 software from Luxology is currently shipping on both the PC and Mac platforms. modo is sold for USD \$995.

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 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 artists' images from the active modo community is available online at www.luxology.com.

About Pixologic

Founded in 1997, Pixologic® Inc. develops and markets innovative software tools for the film and video games, graphic design and illustration markets. The privately funded company is based in Los Angeles, Calif., with Research and Development located in Silicon Valley. ZBrush

is a graphic application aimed at simplifying the science behind generating computer graphics. ZBrush appeals to a wide audience by providing empowering tools that give users intuitive and visual control over the digital images they create. By providing a unique synthesis of 2D and 3D capabilities in a single stand-alone tool, ZBrush collapses economic and ease-of-use barriers to creating stunning images. For additional information about Pixologic, visit www.pixologic.com, ZBrush's artist community is available online at www.ZBrushCentral.com

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