

# NEWS ALERT

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## **Luxology to Participate in Exciting Events at SIGGRAPH 2009**

SIGGRAPH, NEW ORLEANS – Aug. 3, 2009 – Luxology® LLC, an independent technology company developing next-generation 3D content creation software, will have a presence at a variety of events throughout SIGGRAPH 2009. President and Co-founder of Luxology, Brad Peebler, will be holding a presentation on Tuesday, Aug. 4 at 4 p.m. in Intel booth #2217 on how “many-core” processing can accelerate image creation. Peebler’s modcast interview with six-time Academy Award winning artist Rick Baker is also available at <http://www.luxology.com/modcast/audio.aspx?id=89>.

Luxology’s Learning Tools Division Manager, Andy Brown, and 3D artist Ryan Drue will also be showcasing modo® 401, the company’s latest 3D content creation software, at Intel booth #2217 in the Exhibit Hall throughout the week. Luxology will also present its implementation of COLLADA for modo 401 in a demonstration by Drue and Luxology developer Pete Segal on Wednesday, Aug. 5 from 6 p.m. - 8 p.m. at the Hilton New Orleans Riverside Hotel - Versailles Room.

In addition, Luxology is furthering its dedication to the DCC space by co-sponsoring the Jon Peddie Research luncheon for press and analysts. Featuring eight panelists from top technology companies, this year’s theme of “How does the world change when you can see what you’re thinking?” will focus on how changes in graphics hardware and software are affecting the scientific research community. For more information, or to register as press, please visit <http://jonpeddie.com/events/details/siggraph-2009>.

To schedule a meeting with Luxology or to view a demonstration of modo 401 and other licensable Nexus® technologies during SIGGRAPH, please contact [sales@luxology.com](mailto:sales@luxology.com) for an appointment. Meetings will be taking place at Luxology’s private technology suite in New Orleans, with supplied transportation to and from the Convention Center.

For more information on Luxology or the modo 401 software, please visit [http://www.luxology.com/modo/product\\_information/](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 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](http://www.luxology.com).

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