



**For Immediate Release
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Luxology Adds Pasadena Art Center College of Design to its Expanding Education Provider Program

Access to modo Available to all Students Enrolled in Entertainment Design Program

MOUNTAIN VIEW, Calif. – March 16, 2010 – With an increasing number of students enrolling in universities dedicated to art, production and design, the need for schools to implement cutting-edge software in the classroom has become vital. The recent addition of the Pasadena, Calif.-based Art Center College of Design to [Luxology's](#) Education Provider Program continues to fill this need by providing [modo®](#) 3D software to all students enrolled in the Art Center's Entertainment Design program.

A leader in art and design education for 80 years, the Art Center College of Design features a trans-disciplinary curriculum that explores socially responsible, creative and design-based solutions to real-world issues. Each term, leading companies from around the world, including Apple, Sony, Nokia and BMW Designworks, recruit students for internships and job opportunities.

"We want our students to be masters of pre-visualization and conceptual design at the beginning stages of creative projects," says Scott Robertson, chair of the Entertainment Design program at the Art Center College of Design. "The emphasis here is on 'what to build' and less about 'how to build it.' modo's modeling and rendering tools are extremely well suited to our unconstrained style of creative exploration."

The school's four-year Bachelor of Science degree in Entertainment Design provides strong conceptual design skills through a program that emphasizes both industrial design and illustration. Students tackle projects that involve transportation, built environments, characters and a variety of other design projects spanning many disciplines. Graduates of the program are well-prepared for positions in the fields of game development, feature film, broadcast or design consultancies.

Luxology's Education Provider Program offers leading colleges, universities and 3D animation schools worldwide access to academically priced modo and associated training materials from Luxology. As a partner in this program, the Art Center College of Design receives special pricing; a site license to modo; automatic entitlement to any modo updates that are released within a year; and Luxology technical support for select academic projects.

Educational institutions wishing to enroll or find out more information about the Education Provider Program should contact Luxology, 650-336-1380 or via email at sales@luxology.com. For additional information on Luxology, modo software, or to see a gallery of computer generated imagery, please visit www.luxology.com.

About modo

modo is an innovative 3D modeling, painting and rendering software designed to accelerate the creation of world-class models, associated color and normal maps, and ultra high-quality renderings. modo's modern workflow and advanced toolset easily deliver enhanced productivity for 3D artists working in design visualization, package design, game development, film visual effects, video production and graphic arts. 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 Luxology

Based in Mountain View, 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.

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