



**For Immediate Release
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Luxology modo Employed in Development of *Iron Man 2: The Video Game*

modo's 3D Editing, Modeling and Rendering Tools Help SEGA of America, Inc. Quickly Create Highly Detailed and Creative Characters

MOUNTAIN VIEW, Calif. – May 3, 2010 – World-renowned SEGA® of America, Inc., the powerhouse behind the upcoming *Iron Man 2: The Video Game*, recently brought together a talented team to create realistic and detailed characters by implementing Luxology®'s award-winning 3D modeling and rendering application, [modo® 401](#), into the company's creative pipeline. Using modo allowed [John Hayes](#), lead artist at game developer SEGA Studios San Francisco, to create authentic and relatable characters that accurately mimic the characters in the *Iron Man*® franchise, bringing users a new and interactive level of gameplay.

Iron Man 2: The Video Game is a console-based action game that gives players full access to the Iron Man suit and weapons as they battle new and old enemies in a storyline written exclusively for the game. To create the game's character suits, which required a great amount of realistic surface detail, Hayes used modo to create highly specified and detailed hard surface models that appeared smooth and retained the same organic-like flow contained in the game's concept art.

"modo's polygon editing tools are more advanced than the other modeling tools in our pipeline," said Hayes. "Combined with modo's integrated UV editing and rendering, it really helped to raise the character quality level as well as speed up the overall design process."

modo is a true end-to-end solution and includes many features that help games development customers complete their work quickly and efficiently. Hayes specifically appreciated the Action Center and Work Plane included in modo, which let him easily edit many objects or polygons very quickly and made the creation or editing of any object easy by allowing him to set the 3D space and tools to work intuitively in any orientation.

“The tools within modo work remarkably well with each other and essential information is usually available at a glance,” said Hayes. “Once I got used to using the Action Center and Work Plane, I found working without them in similar applications to be very limiting.”

Iron Man 2: The Video Game will be available on May 4, 2010 for Xbox 360® video game and entertainment system from Microsoft, PlayStation®3 computer entertainment system, PSP® (PlayStation®Portable) system, Wii™ and Nintendo DS™ system. For more information, please visit the official site at www.ironman2game.com. For more on the *Iron Man 2* film, please visit the official website at <http://ironmanmovie.marvel.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.

About SEGA® of America, Inc.

SEGA® of America, Inc. is the American arm of Tokyo, Japan-based SEGA® Corporation, a worldwide leader in interactive entertainment both inside and outside the home. The company develops, publishes and distributes interactive entertainment software products for a variety of hardware platforms including PC, wireless devices, and those manufactured by Nintendo, Microsoft and Sony Computer Entertainment Inc. SEGA of America's Web site is located at www.sega.com/usa.

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