

NEWS ALERT

Reader Contact:
Luxology LLC
1670 South Amphlett Blvd. Suite 214
San Mateo, CA 94402
info@luxology.com / www.luxology.com

Press Contact:
Liaison Public Relations
Lizzie Bennett
(503) 796-9822
lizzie@liaisonpr.com

Luxology Announces Exciting Cluster of Events at SIGGRAPH 2010

MOUNTAIN VIEW, Calif. – July 21, 2010 – Luxology® LLC, an independent technology company developing next-generation 3D content creation software, is pleased to announce its multi-faceted involvement at SIGGRAPH 2010 in Los Angeles. President and Co-founder of Luxology, Brad Peebler, will interview three key industry leaders in a special series of SIGGRAPH modcasts beginning Monday, July 26th, 2010. These leaders include Academy Award®- winning visual effects artist and modo user John Knoll; Los Angeles- and New York-based commercial photographer Vincent Laforet, and Stu Maschwitz, who was the co-founder and chief technology officer of The Orphanage and is now software director at Red Giant software.

Throughout the week, Luxology's Relations Manager David Tracy, and 3D demo artist Ryan Drue, will showcase [modo® 401](#), the company's popular 3D content creation software, on a super fast 12 core workstation from Boxx Technologies at Intel booth #512. Greg Leuenberger of Sabertooth Productions will also demonstrate how modo's user interface can be used effectively, utilizing ATI's Eyefinity technology daily at 12:00 p.m. in the ATI Theatre in booth #301.

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 "Heterogeneous computing - can computer graphics (CG) be done in the cloud?" will focus on the impact of real-time ray tracing, the effect of stereo on the CG pipeline and whether or not the cloud is good enough to deliver CG. For more information, or to register as press, please visit <http://jonpeddie.com/events/details/siggraph-2010>.

Luxology will also be connecting with students through the sponsorship of the CGW Student Session on Saturday, July 24th from 6:00-8:00 p.m. The event will feature a high-profile panel of

industry leaders highlighting some of their recent projects, discussing how they got started in the industry, and offering advice based on their own experiences.

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 for an appointment.

For an updated view of Luxology's activities throughout SIGGRAPH 2010, please visit <http://www.luxology.com/community/>.

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.

#####

© Copyright 2010 Luxology LLC. modo and Nexus are registered trademarks of Luxology LLC., in the USA and/or other countries. All products or brand names mentioned are trademarks or registered trademarks of their respective holders.