

Press Release

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mental images Software Developers Receive Academy Award®

Berlin/San Francisco, January 8, 2003 - The developers of *mental ray*®, the world's leading high end rendering software from mental images®, have been awarded an Academy Award® by the American Academy of Motion Picture Arts and Sciences. Rendering software is used to “translate” 3D scene data into humanly visible, realistic images and the Academy commended *mental ray* as “a highly programmable computer-graphics renderer incorporating ray tracing and global illumination to realistically simulate the behavior of light in computer-generated imagery.” The Awards will be presented at a ceremony on March 1, 2003.

In addition to awarding “Oscars®” to actors and movies, the Academy each year presents awards to individuals and companies for their scientific and technical contributions to filmmaking. The Academy formally made the award to “Thomas Driemeyer and to the mathematicians, physicists and software engineers of mental images for their contributions to the mental ray rendering software for motion pictures.”

“The Academy Award is a wonderful recognition of our work”, said Thomas Driemeyer, the chief architect of *mental ray*. “This is an appreciation of the increasing relevance of our fundamental research and software development for the movie industry,” added Rolf Herken, President and Director of R&D at mental images. “The film industry is becoming increasingly dependent on technology to achieve ambitious creative goals, and *mental ray* is well positioned to become the rendering software of choice among Hollywood’s leading studios.”

As innovative technologies further influence the movie industry, *mental ray* has become an indispensable tool for many filmmakers, almost as necessary as a camera. The world’s leading cinematographers use *mental ray* to generate images of unsurpassed realism in visual effects and with films that are produced entirely using digital tech-

30 niques. *mental ray* was initially released in 1989 and has been used in the production of
over 100 major motion pictures, such as:

- “Harry Potter and the Chamber of Secrets”
- “The Matrix” (including its 2003 sequels “The Matrix Reloaded” and “The
35 Matrix Revolutions”)
- Spider Man
- “Star Wars: Episode II - Attack of the Clones”

as well as in numerous earlier motion pictures, including “AI - Artificial Intelligence”,
40 “Jurassic Park III,” “Panic Room,” “Fight Club,” and “The City of Lost Children.”

But *mental ray* is not only used in Hollywood. About half of the company’s business is
related to Computer Aided Design (CAD). When new cars or aircraft are conceived,
design processes are speeded up immensely when designers, engineers and production
45 planners see and work with photorealistic images of future products, rather than line
drawings and mockups. For example, *mental ray* technology is tightly integrated into
CATIA® from Dassault Systèmes, the globally leading CAD and PLM product for the
automobile and aerospace industry, and it is also used in conjunction with *AutoCad*®
from Autodesk. Users include BMW, DaimlerChrysler, Honda, Airbus, Boeing, Lock-
50 heed Martin and many other Fortune 100 industrial companies.

mental images was founded by Rolf Herken in Berlin, Germany in 1986 with the goal
to develop the world’s best rendering software. Extensive and ongoing mathematical
research is the basis for *mental ray*. The software is optimized for use with the leading
55 design and animation software products and is distributed on an OEM basis with
these products, including *Maya*® from Alias|Wavefront, *Softimage|XSI*® from
Avid/Softimage and *3ds max*® from Autodesk/discreet.

Based on the same fundamental technologies used in *mental ray*, *RealityServer*™ is the
60 latest product from mental images for server-based 3D collaboration solutions in
intranets and the Internet. With *RealityServer* it is possible to generate high-quality,
photorealistic images on a server based on existing data and content, such as animated
film sequences, videogames or CAD models. While the original data and content re-
main securely on the server, multiple users – engineers as well as kids playing games –
65 are able to view 3D images and interactively manipulate their underlying data in a co-

operative fashion from any stationary terminal or mobile device with a browser and a Web connection.

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About mental images: mental images®, founded in 1986, is the recognized international leader in providing rendering software to the entertainment, computer-aided design, scientific visualization, architecture, and other industries that require sophisticated images. The main product of the company is the high performance photorealistic rendering software *mental ray*® which is capable of running on a wide variety of platforms ranging from workstations and networks of workstations to parallel supercomputers, producing images of unsurpassed realism. mental images GmbH & Co. KG is a privately held company based in Berlin, Germany, with a subsidiary in San Francisco, California.

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See www.mentalimages.com for more information and selected works produced with mental ray.

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Contact:

Rachel Yarmey
Sparkpr
 87 McLea Court
 San Francisco, CA 94103, USA

e-mail: rachel@sparkpr.com
 Telephone: +1 (415) 962-8200 x241
 Telefax: +1 (415) 522-0330
www.sparkpr.com

Silvia Hanko
 mental images GmbH & Co. KG
 Fasanenstrasse 81
 D 10623 Berlin, Germany

e-mail: office@mental.com
 Telephone: +49 (30) 31 59 97-0
 Telefax: +49 (30) 31 59 97-33
www.mentalimages.com

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