

PRESS INFORMATION
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ARTVPS AND MENTAL IMAGES COLLABORATE ON NEW RAY TRACING SOLUTIONS

The field of ray tracing visualisation is set to see further developments in 2006, heralded by the announcement of a partnership between two of the sector's leading commercial forces.

ARTVPS, developers of a unique graphics processor for photorealistic ray tracing, and mental images[®], the developers of the globally leading, Academy Award[®] winning high-end rendering software mental ray[®], have concluded agreements that will further the evolution of advanced ray tracing solutions for 3D visualisation. As part of the deal, mental images will license intellectual property from ARTVPS with the exclusive right to its sublicensing. ARTVPS in turn will become an OEM partner of mental images for the integration of mental ray in future 64-bit versions of its RenderDrive[™] product range. In addition, ARTVPS will become a system integrator for RealityServer[®], the unique software platform for the development and deployment of 3D Web Services and applications from mental images.

Rolf Herken, CEO and CTO of mental images, said, "Our mental ray product is gaining ever broader acceptance as the renderer of choice for world-leading software companies. We are pleased to welcome ARTVPS as an OEM partner of mental images. Furthermore, in cooperation with ARTVPS we will explore the use of dedicated graphics processing hardware architectures for the acceleration of ray tracing algorithms in mental ray and RealityServer without compromising on versatility and image quality."

ARTVPS has unique expertise in the design and development of fast, high quality ray tracing processors and has established a strong global brand for the PURE and RenderDrive ray tracing systems and their programmable shader architecture.

Brian Tyler, CEO of ARTVPS, said: "With 64-bit architectures now driving 3D applications, we are seeing model and scene complexity growing and increasing demand for ever higher quality images and faster performance. It is great to be working with mental images, whose products are an industry standard. As a result of our alliance, ARTVPS' next generation RenderDrives will also support the mental ray 64-bit renderer together with our RenderPipe material library."

The collaboration caters to the rapidly growing demand in product marketing, design, architecture and the automotive sector, for high resolution, photorealistic visualisation of 3D data that require ever faster and more physically accurate image rendering solutions.

Tyler continues: "As 64-bit multi-processor technology becomes established, and specialised graphics processor technology continues to evolve, ray tracing is fast becoming the standard rendering solution for demanding 3D users who need photorealism and real-world lighting. Features like global illumination (GI) with colour bleeding and caustics, high dynamic range (HDR) image lighting, advanced shader support, true camera and lens simulation and complex shadowing are increasingly becoming everyday features in production rendering."
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About ARTVPS

ARTVPS leads the way in the development of photorealistic visualisation systems that generate truly realistic images. Specialising in the development of 3D rendering technology, the company developed the first and only processor designed exclusively to accelerate ray tracing of 3D data. By providing customers with the highest image quality and the fastest rendering speeds available, ART VPS offers businesses real competitive advantage. As such it is already the first choice for visualising 3D data in the automotive, architecture, product design and entertainment industries. The significant cost benefits and time savings are now also being realised by thought leaders in photography and post production where ART VPS is revolutionising practices in marketing imagery.

About mental images

mental images[®], founded in 1986, is the recognized international leader in providing component and platform software for the creation, manipulation and visualization of 3D content. Its world leading rendering and other technologies are used by the entertainment, computer-aided design, architecture, scientific visualization, and other industries that require sophisticated images primarily as part of their software products and application services. mental images is a privately held company with headquarters in Berlin, Germany, a subsidiary in the United States, mental images, Inc., and an office in Stockholm, Sweden. mental images has a multinational staff of top-qualified engineers exclusively dedicated to research and development in the area of 3D graphics and 3D Web Services technologies.

mental images's products are integrated by the world's leading manufacturers of computer-aided design and digital content creation software into their own products. OEM customers of mental images also re-sell standalone versions of mental images products such as its mental ray[®] rendering software to professional end users.

