

Autodesk® 3ds Max® 2010

Top Ten Reasons To Buy

1. **Out-of-the-box Productivity.** The award-winning Autodesk® 3ds Max® software is the tool of choice for leaders in the game development, television, film and digital publishing industries who are looking for a comprehensive 3D modeling, animation, visual effects, and rendering solution that produces results out of the box.
2. **Efficient Modeling.** 3ds Max is renowned for its extensive polygon modeling toolset to get the job done fast. This already powerful set of tools is joined by over 100 new 3D modeling tools for freeform sculpting, texture painting, and advanced polygonal modeling—all unified in an innovative user interface.
3. **Flexible Rendering.** Use multiple renderers, tightly integrated through a consistent rendering interface, to create any look. 3ds Max includes fast scanline rendering for efficient, production-quality software renders. 3ds Max also has the integrated mental ray renderer—a high-performance rendering engine for generating photorealistic images. 3ds Max also offers unlimited free network rendering with mental ray® technology.
4. **Community Focus.** Available in six languages and used worldwide by professionals and students, 3ds Max enjoys a strong, vibrant community. Whether you are Technical Director looking to outsource or hire locally, or a student preparing for your first job interview, 3ds Max is an extremely popular tool in the 3D world. Additionally, the online 3ds Max community is an invaluable resource when you're learning the application, or just looking for some advice when you're working on a challenging project.
5. **3rd Party Plug-ins.** Extend and tailor your Autodesk 3ds Max environment with innovative plug-ins from customers, partners, and developers. Autodesk Media & Entertainment joins forces with the best and brightest in the industry to spearhead continued innovation, and to ensure that 3ds Max software customers have access to the widest and most current selection of 3D software and hardware.
6. **Smooth Interoperability.** Autodesk® FBX® software data translation fidelity provides interoperability between 3ds Max and other Autodesk products such as Autodesk® MotionBuilder®, Autodesk® Toxik® and Autodesk® Maya® software. OBJ file format support provides a smooth flow of data between Autodesk® Mudbox® software and 3ds Max 2010. Additionally,

support for C# and .NET gives developers the access they need to customize, extend, and integrate 3ds Max into their existing pipelines.

7. **Advanced Particles.** 3ds Max allows you to control fully integrated particle effects by forces based on real-world physics or by deformers through an extensible integrated particle system. Whether you are creating fire, water, smoke, crowds or leaves on trees, Particle Flow provides a sophisticated event-driven particle toolset that lets you design the behavior of a particle based on a series of defined events.
8. **UV Workflows.** 3ds Max offers a wide range of operations for creative texture and planar mapping, including tiling, mirroring, decals, angle, rotate, blur, spline mapping, UV stretching, and relaxation; Remove Distortion; Preserve UV; and UV template image export. Other UV workflow features include Pelt mapping, which defines custom seams and enables users to unfold UVs according to those seams; copy/paste materials, maps and colors; and access to quick mapping types (box, cylindrical, spherical). Extensive UVW mapping tools include direct manipulation of texture mapping coordinates.
9. **MAXScript Extensibility.** MAXScript is a built-in scripting language for Autodesk 3ds Max. It provides you with the ability to script all aspects of 3ds Max, such as modeling, animation, materials, rendering, and so on. You can build custom import/export tools using the built-in file I/O, write procedural controllers that can access the entire state of the scene, or build batch-processing tools, such as batch-rendering scripts. The possibilities are endless!
10. **Ease of Learning.** From the first class training and documentation that comes with 3ds Max, to the breadth of 3rd party books, DVDs, and tutorials, there are countless resources to suite a variety of learning styles. In addition, the large online community of professionals and enthusiasts alike are extremely helpful when you're learning 3ds Max.

Top Ten Reasons To Upgrade

1. **Graphite Modeling Tools.** 3ds Max 2010 takes the renowned 3ds Max polygon modeling tools to a whole new level. With over 100 new tools for advanced polygonal modeling and freeform design, the Graphite modeling tools facilitate creativity and artistic freedom. Additionally, the Graphite tools are displayed in one central location, making it easy to find the tool you need for the job. Moreover, users can customize the tool display or hide the command panel and model in Expert Mode.
2. **Containers.** The addition of the Containers toolset to 3ds Max facilitates collaboration and flexible workflows by enabling users to collect multiple objects into a single container when dealing with complex scenes. Related objects (e.g. sections of a city) can be placed in a container and treated as a single element. To improve scene performance, containers can be temporarily unloaded from the viewport display while maintaining their relationships to the scene, and later reloaded when needed. Such workflows can save memory, increase viewport performance and decrease load and save times.

3. **Review 3.** The third generation of Review technology represents a major leap forward in viewport display, helping take the guesswork out of final renders with render-like viewport display. It offers support for ambient occlusion, High Dynamic Range Image (HDRI)-based lighting, soft shadows, hardware anti-aliasing, interactive exposure control, and the revolutionary mental mill® shader technology.
4. **xView Mesh Analyzer.** Significantly reduce errors in your pipeline using the new xView mesh analyzer technology. Providing in-viewport reporting on several types of mesh errors like overlapping UVs, duplicate faces, isolated vertices, and other geometry errors, xView helps you avoid costly mistakes early in the design process when mistakes are easier to fix.
5. **Animation Flicker Reduction.** 3ds Max 2010 enables users to render animation sequences in mental ray with indirect illumination calculations (Final Gather), greatly reducing or eliminating traditional flickering issues. The ability to use the Final Gather cache, and render animation sequences faster has also been improved.
6. **Cloth Improvements.** A whole new range of cloth effects is now available to 3ds Max users. The cloth toolset now supports pressure settings for simulating inflated, enclosed cloth surfaces (e.g. cushions, balloons) and cloth can now be torn with variable strength and timing (e.g. cutting, tearing and unzipping cloth). Collision objects can even be set to cut cloth when they collide. Finally, a new Inherit Velocity tool blends a new simulation with one from previous frames to create a smooth transition for staged simulations.
7. **Linear Color Space Workflow.** Gamma correction has been improved to correctly handle images and textures for a physically-accurate rendering workflow where color consistency is critical. Gamma settings now load correctly with files and propagate correctly on network rendering solutions.
8. **Material Explorer.** The new Material Explorer simplifies the way artists interact with objects and materials. Navigate all rendering-related assets in the scene, perform operations on multiple objects, or inspect individual materials. The Material Explorer also lets you replace materials—making iterations much easier, even in highly complex scenes.
9. **mental mill.** 3ds Max 2010 is the first animation package to integrate the mental images powerful mental mill technology. This means that 3ds Max users will be able to develop, test and maintain hardware-agnostic shaders and complex shader graphs for hardware and software rendering with real-time visual feedback – no programming skills required.
10. **PFlowAdvanced.** New PFlowAdvanced lets users incorporate sophisticated particle effects into their scenes. It includes 14 operators new to 3ds Max including new precision Painting tools (for precise particle placement), the Shape Plus operator (for defining the shape of particles) and a wide range of Grouping operators (for creating subsets of particles). It also

extends and optimizes the previous PFlow functionality while reducing user interface (UI) complexity, resulting in vastly improved performance and a streamlined, thoroughly 3ds Max workflow.



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