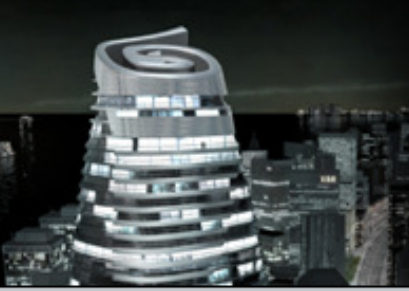


## Autodesk® 3ds Max® Design 2010

### Top Ten Reasons to Buy

1. **Interoperability With Autodesk Applications.** Autodesk® 3ds Max® Design software features the FBX®-based Recognize™ scene loading technology that lets you accurately import geometry, lights, materials, and cameras from your Revit® Architecture scenes into 3ds Max Design, making it easy to enhance your visual building information modeling (BIM) data. High-quality data transfers are also possible with AutoCAD® applications via the DWG™ file format.
2. **Efficient Modeling.** 3ds Max Design is renowned for its extensive polygon modeling toolset to get the job done fast. In 3ds Max Design 2010, 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 Design includes fast scanline rendering for efficient, production-quality software renders. 3ds Max Design also has the integrated mental ray® renderer—a high-performance rendering engine for generating photorealistic images. 3ds Max Design also offers unlimited free network rendering with mental ray technology.
4. **Out-of-the-box Productivity.** Autodesk 3ds Max Design 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.
5. **Industry Standard.** 3ds Max software has long been a leading choice for advanced visualization. 3ds Max Design builds on this legacy by providing a tailored user experience for architects, engineers, designers, and visualization specialists. In addition, 3ds Max and 3ds Max Design users enjoy the benefits of joining a very large community of professionals worldwide.
6. **Advanced Particles.** 3ds Max Design 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.

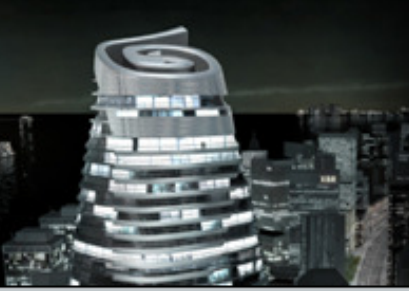


# Autodesk® 3ds Max® Design 2010 Top Ten Reasons

7. **ProMaterials.** Benefit from a library of easy-to-use, physically-based materials for mental ray software, based on manufacturing-related data and professional images. The ProMaterials™ library gives you fast access to such commonly used building and design materials as professional wall paint—with glossy or matte finishes—solid glass, and concrete. In addition to ProMaterials, 3ds Max Design also features a comprehensive list of Arch & Design materials.
8. **Exposure Lighting Analysis.** Simulate the lighting in your designs with confidence—Exposure™ lighting analysis technology has been validated ([www.autodesk.com/nrc-exposure](http://www.autodesk.com/nrc-exposure)) by the National Research Council Canada (NRC), Canada's leading organization for scientific research and development, and the same organization that has conducted validation studies on Radiance for lighting simulation ([www.autodesk.com/nrc-radiance](http://www.autodesk.com/nrc-radiance)). A feature unique to 3ds Max Design, Exposure enables you to achieve more sustainable designs by analyzing how sun, sky, and artificial lighting interact with your design and exploring direct lighting effects right in the viewport. Load complex designs and watch lighting levels adjust in the scene as colors.
9. **3<sup>rd</sup> Party Plug-ins.** Autodesk Media & Entertainment joins forces with the best and brightest in the industry to spearhead continued innovation, and to ensure that 3ds Max Design software customers have access to the widest and most current selection of 3D software and hardware. With hundreds of commercial and freeware plug-ins available for 3ds Max and 3ds Max Design, a whole new world of specialized functionality is available to help you achieve the specific results you desire.
10. **Community Focus.** Available in six languages and used worldwide by professionals and students, 3ds Max Design enjoys a strong, vibrant community. Whether you are an architectural firm looking to outsource or hire locally, or a student preparing for your first job interview, 3ds Max Design is an industry leading tool for advanced visualization.

## Top Ten Reasons to Upgrade

1. **Graphite Modeling Tools.** 3ds Max Design 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. **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.



# Autodesk® 3ds Max® Design 2010 Top Ten Reasons

3. **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.
4. **PFlowAdvanced.** New PFlowAdvanced lets users incorporate sophisticated particle effects into their scenes. It includes 14 operators new to 3ds Max Design, 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 Particle Flow functionality while reducing user interface (UI) complexity, resulting in vastly improved performance and a streamlined, thoroughly 3ds Max Design workflow.
5. **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.
6. **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.
7. **Digital Continuity.** Autodesk® 3ds Max® Design software features the FBX®-based Recognize™ scene loading technology that lets you accurately import geometry, lights, materials, and cameras from your Revit® Architecture scenes into 3ds Max Design, making it easy to enhance your visual building information modeling (BIM) data. High-quality data transfers are also possible with the AutoCAD® software family of products via the DWG™ file format.
8. **Cloth Improvements.** A whole new range of cloth effects are now available to 3ds Max Design 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.
9. **Containers.** The addition of the Containers toolset to 3ds Max Design 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. floors of a building or 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.
10. **mental mill.** 3ds Max and 3ds Max Design 2010 are the first animation packages to integrate the mental images powerful mental mill® shader technology. This means that 3ds Max users will be able to develop, test and maintain hardware-



# Autodesk® 3ds Max® Design 2010 Top Ten Reasons

agnostic shaders and complex shader graphs for hardware and software rendering with real-time visual feedback – no programming skills required.

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