



Paris, January 2002

BIONATICS is releasing EASYnat[®] for 3D Studio Max[®] 4

Bionatics' continued efforts in bringing the CG industry the very best plant animation and simulation software solutions has led to our latest development: EASYnat for 3D Max.

With EASYnat already out for Studio Viz, it was only natural to include 3D Max in Bionatics' list of plug-in platforms. Like Studio Viz, EASYnat for 3D Max combines the latest technology in plant modeling and growth simulation and seamlessly integrates it into Max. As a result, Bionatics will yet again prove its technical know-how and intelligent plant software to better serve the CG industry.

Rapidity, simplicity and seamless integration :

Especially designed to work with the very best features Max has to offer, Max users can now simply and rapidly generate photo-realistic and botanically coherent plants within seconds. Placing vegetation into scenes and being able to manipulate them as simple objects finally makes the burden of generating complex trees not only easy but efficient as well.

Plant growth simulator and research :

Based on AMAP technology and 25 years of scientific research at CIRAD, EASYnat plants are an essential key in creating scenes that require realism. By combining botany, genetics and computer science, Bionatics' and CIRAD's research teams have developed models that are botanically coherent.

Added to that is EASYnat's plant growth simulator that enables you to view a plant or tree age throughout its lifespan and changes in seasonal states.

Like EASYnat for Studio Viz, EASYnat for 3D Max enables you to generate an infinite number of unique individual plants and trees set at any age and season you want. You choose your flower, bush or tree. You set the age, season, you determine its level of detail and then you generate it. You can then continue to modify the plant and watch as it changes.

Anything you can do with an object created by Max you can do with an EASYnat model. Set splines onto the trees if you want to animate it ! Change the textures, modify the very essence of the plant. We don't limit the model, we only establish the botanical coherent laws to help you build rapidly the model. You can bypass them if you want and create your own.

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Coupled with the research at CIRAD , we are always improving our technology and are currently developing plants that will for example include plants arid or humid areas whose botanic behaviors will sprout to life in front of your eyes...

Commercialization

Bionatics will launch EASYnat® with a 10 plant library as of January 15th 2001. To enrich the library, the user can simply purchase choice plants on-line from Bionatics' web site : www.bionatics.com . As of today, the site has over 500 different plants and trees from around the world.

Advised Minimum Configuration: Computers running Max

- Pentium II processor 500 MHz
- 256 Mo RAM
- 3-button mouse with mouse driver software
- Windows NT 4.0, Service Pack 5,
- Windows® 2000 Professional

Price for 3DS VIZ & MAX:

EASYnat = \$890US or €995 with 10 plants free of choice
Extra plants = \$100US or €110 US (additional plants must be purchased and downloaded from the website)

About BIONATICS

Created in 1995 by Mathias Monribot and Stephane Gourgout, BIONATICS (formally JMG Graphics SA) saw itself drawn in March 2000 towards the industrialization and worldwide commercialization of plant growth simulation software inspired by the extensive research by CIRAD.

The AMAP technology, known throughout the international scientific community, is the software's backbone. BIONATICS has numerous operational references such as LAFARGE, Port Autonome de Paris, Groupe Scetauroute, Ministère de l'équipement Français et Belge, Ex Machina, DUBOI, UBISOFT, Lockheed Martin and DASSAULT. Owning the exclusive rights to AMAP technology, BIONATICS received ANVAR's support in the form of aid for innovation. With an international development forecast, BIONATICS hopes to become the world leaders in plant simulation.

www.bionatics.com

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