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## Bionatics revolutionizes online access to 3D plants

**Bionatics, the world leader in plant modeling and simulation for the 3D industry, announces today a new online purchasing service for its virtual plants : "Plant On Command". All of the plants available in the Bionatics catalogue of more than 300 virtual seeds can be chosen and bought individually in relation to the user's needs and timing.**

*"The clients only want to pay for exactly what they use, and not more", notes Stephane Gourgout, Co-Founder and Vice-President of Sales & Marketing at Bionatics. "Content catalogues are often not suited to the real needs of the client and it is often necessary to purchase multiple libraries to obtain those species required. The 3D industry has been hit particularly bad by the economic recession and software developers must find ways of offering their clients flexible solutions and adapt to all of the budgets."*

With this in mind, Bionatics has developed an innovative online purchasing process and proposes **a flexible and economic model : "Plant On Command"**.

Firstly, with the new Bionatics' products, EASYnat for 3ds max 6 and ADT 2004, the plant generator is shipped with the applications and is **permanently activated as soon as the first plant is purchased for only \$60**. For the other plant generators in the Bionatics' line up, the company offers the user to purchase bundles of 10 plants, of which he may choose, one by one from the available nursery. **The more you order at a time, the bigger the discount** per plant quickly reducing the plant price from \$60 to \$20 only.

Secondly, if you choose to order by bundle, it is no longer necessary to submit a full list of the trees at that time. In effect, Bionatics offers the client **a credit of plants** with which each client can then use to download his plants directly from the Bionatics' website. According to Stephane Gourgout, *"Bionatics is the first company in the 3D industry to offer such a flexible option and the delivery on demand is a real economical breakthrough for content production"*.

Bionatics offers **more than 300 virtual seeds** for download from its internet site. Each virtual grain contains an expression of the genetic coding of the plant. The technology, therefore, guarantees realism and an enormous amount of flexibility as one grain generates an infinite number of varieties of the same specie...a real virtual nursery !

RELEASE

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Communication

The Bionatics' plants are compatible with a full line up of plant generators developed by Bionatics. They cover all of the needs of the 3D industry in simulation, visualization, and animation and from real-time to video games.

### Prices and availability of EASYnat

Bionatics offers 2 methods of purchasing plants:

**Purchase of individual seeds:** The plants may be purchased individually online for \$60 for EASYnat and \$110 for natFX. The EASYnat plant generator is already being shipped with Discreet 3ds max 6 and Autodesk ADT 2004. For all other products (3ds max 5, Autodesk Viz, Maya,...) the modeler must be purchased first, starting at \$495 with a library of 10 plants of your choice.

**Purchase of bundled seeds:** Plants may be purchased in multiples of 10 with a discount according to the quantity chosen. The price per plant is reduced with increased quantities. Please see pricing information at [www.bionatics.com](http://www.bionatics.com)

### About Bionatics

Bionatics is the world leader in the technology of simulation and modeling of plants. The company develops a complete lineup of innovative solutions for the following industries: Architecture, Video Game, 3D Animation, and the creation of synthetic images for virtual reality. Established in 2000 by Stéphane GOURGOUT and Michel MURAIL, Bionatics was born from the scientific research lead by CIRAD which brought to life the AMAP technology. The AMAP plant modeling technology, known throughout the international scientific community, is the central technology behind its software which is used by many today and include such references as:

Video Games : UbiSoft, Electronic Arts, Vivendi Universal Games, Lucas Arts, EIDOS, Microsoft, Atari, Intrepid Games, Namco, Coresoft, StormRegion, Eugen System.

Animation 3D : Sony Picture ImageWorks, The Moving Picture Company, Framestore, Mikros Image, Ex Machina, The Mill Film, Slave Studio, Ghost, Digital Salade, Ubik.

Architecture : L'autre Image, RTKL (London, Los Angeles), RBB Architects Inc., Kompan (France), Linelec, Derek Lovejoy, Artefactory, Alpha Vision, KD Lab, Foster & Partners.

Real Time Simulation : Thalès Training & Simulation, STN Atlas, US SOCOM, Ministry of Defense : USA, Singapor (DSO), Sweden (FOI), France (DGA LRBA ), BAE Systems.

Bionatics has offices in Paris, Montpellier, Vancouver (Canada) and Sao Paulo (Brazil).

For more information : [www.bionatics.com](http://www.bionatics.com)

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