

Press release

## **CG start-up Laubwerk receives funding from Frühphasenfonds Brandenburg**

Berlin/Potsdam, January 28, 2013 Investment fund "Frühphasenfonds Brandenburg" (BFB), issued by the German state of Brandenburg's investment and development bank "Investitionsbank" (ILB), on behalf of the Brandenburg Ministry of Economics and managed by bmp investment group, has invested in 3D vegetation software start-up Laubwerk GmbH, which has recently moved their headquarters from Berlin to nearby Media City Babelsberg in Potsdam.

Founded in 2010, Laubwerk specializes in developing solutions for the digital representation of vegetation in architecture, media and entertainment. Laubwerk offers a line of easy-to-use software extensions for architects and CG artists requiring a variety of authentic-looking plants for their 3D scenes.

With the funds from BFB, as well as additional capital raised from a private investor, Laubwerk will rapidly expand their product line as well as accelerate development of their own core technology for use in a wide range of diverse industries.

Philip Paar, founding director of Laubwerk GmbH, explains: "Plant depictions in films, architectural visualizations and video games are ubiquitous. Digital plant solutions have to face increasing visual and technical requirements. Our interdisciplinary team has succeeded in simulating convincingly real plants in 3D, while minimizing the time and effort needed by users to render our realistic 3D trees. We are confident that we will benefit from the extensive experience of the bmp team and their excellent network to support our business development." Together with founder and technical director Timm Dapper, Paar is actively planning for the company's expansion in the coming years, including an increase in the number of Laubwerk employees.

Lars Michalak, partner in charge at bmp, sees great potential for the business concept: "Laubwerk has a scalable and powerful core technology, which, due to their software architecture and resulting technological aspects, will be superior to competitors. The feedback from pilot and test customers is very positive. We are pleased to be able to support the Laubwerk team in the marketing and development of their products and in establishing an innovative and sustainable successful company in Potsdam-Babelsberg."

### About BFB Frühphasenfonds Brandenburg GmbH

The BFB Frühphasenfonds Brandenburg GmbH (Frühphasenfonds Brandenburg) invests in start-ups and innovative companies in the German state of Brandenburg with the goal to strengthen the capital base of the company in the early phase. The 20 million euro fund was established by the Bank of Brandenburg (ILB) on behalf of the Ministry of Economy and European Affairs of Brandenburg (MWE). Seventy-five percent of these funds are provided by the European Regional Development Fund (ERDF), with the remaining 25% coming from budget funds of the State of Brandenburg. The current portfolio of the Fund includes Laubwerk and 13 other companies. ([www.fruehphasenfonds-brandenburg.de](http://www.fruehphasenfonds-brandenburg.de))

### About bmp

bmp manages the Frühphasenfonds Brandenburg on behalf of the ILB. It provides support in the selection of companies to receive funding, as well as aids in their business development, future financing rounds and exit strategy. The management of bmp has extensive industry experience and has more than 100 investments, over 300 trade sales and 14 IPOs actively supported. ([www.bmp.com](http://www.bmp.com))

### About Laubwerk GmbH

Laubwerk is a CG software company that offers the world's leading technology for digital botany. Laubwerk develops 3D plant software solutions for architects and



LAUBWERK

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CG artists for use on popular 3D modeling platforms. The products are marketed worldwide in the Laubwerk web store and through resellers. Laubwerk sets new technical and quality standards with authentic-looking and dynamic 3D plants. ([www.laubwerk.com](http://www.laubwerk.com))

Contact:

bmp  
Corinna Riewe  
Public Relations  
[criewe@bmp.com](mailto:criewe@bmp.com)  
Tel: +49 (0) 30-20 30 5-567  
Fax: +49 (0) 30-20 30 5-555  
Schlüterstraße 38, 10629 Berlin, Germany

Laubwerk GmbH  
Philip Paar  
CEO, managing director  
[info@laubwerk.com](mailto:info@laubwerk.com)  
Tel: +49 (0) 331-58 56 99-20  
Fax: +49 (0) 331-58 56 99-23  
August-Bebel-Straße 27, 14482 Potsdam-Babelsberg, Germany