Press Release - For Immediate Release

**CG software creator Laubwerk shakes the 3D tree with their first product and free trial**

**L A U B W E R K**

_Potsdam, Germany, February 8, 2013:_ CG software creator Laubwerk announces the launch of their first product, "Plants Kit 1: Temperate Deciduous Trees." Laubwerk Plants Kits are perfect for architects and CG artists looking for a fast and fluent way to insert authentic-looking 3D trees into their scenes, without having to make the usual compromise between highly-detailed rendering and speed-crippling memory use.

The company has also released the Laubwerk Plants Kit Freebie featuring two brand new procedurally-designed plant species, hand-detailed by botanists and 3D artists. The perfect chance for CG artists unsatisfied with the current standard of 3D plant solutions to try Laubwerk, and get the most realistic trees possible.

"Laubwerk is a breath of fresh air in the existing market of static plant models," says Carlos Quintero, CTO of iToo® Software, creators of Forest Pack® and Railclone® for 3ds Max®.

Philip Paar, founding director of Laubwerk GmbH, states: "Where other vendors force you to make the choice between high-quality botanical content or fast response when editing your scenes, we just deliver both. Whatever quality or interactivity level you require, with Laubwerk, you just flip the switch."

Recently funded by German VC fund "Frühphasenfonds Brandenburg" and featured in recent coverage by major Berlin newspaper _Der Tagesspiegel,_ influential German start-up blog _Gruenderszene.de_ and international CG blog _MAX Underground.com_, Laubwerk is prepared to challenge the status quo of 3D plant solutions.

Laubwerk Plants Kit 1 and Laubwerk Plants Kit Freebie for Autodesk® 3ds Max® and 3ds Max Design® are available now onlaubwerk.com.

- All tree species come in 3 variants, 3 ages and 4 seasons for a total of 36 variations.
- Every kit includes the Laubwerk Player that brings the 3D trees to life with seamless integration into Autodesk® 3ds Max® and 3ds Max Design® 2010-2013.
- Laubwerk software comes with dedicated V-Ray® (2.2 and higher) support for the fastest rendering times.
- Each species comes render-ready, with preset materials and textures for Scanline, V-Ray® and mental ray®.
- Plants Kit 1 comes with 10 tree species native to North America and Europe — box elder, red maple, sugar maple, Paul's scarlet hawthorn, ginkgo, kanzan cherry, cypress oak, red oak, globe robinia and small-leaved lime.
- Plants Kit Freebie comes with two fully-functioning tree species, the tropical frangipani and temperate field maple.

About Laubwerk GmbH

Laubwerk® is a Berlin-born CG software company that offers the world's leading technology for digital botany. Founded in 2010, the company develops 3D digital plant solutions for architects and CG artists for use on popular CG software platforms. Laubwerk sets new technical and quality standards with authentic-looking and render-ready 3D plants. (www.laubwerk.com)

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