

Press Release

migenius



LAUBWERK

## Bloom Unit: Laubwerk Plants meet SketchUp in the Clouds

*Melbourne (Australia), and Potsdam (Germany), July 9, 2013:* Laubwerk's line of highly detailed 3D trees is now available in the Cloud directly from migenius Bloom Unit, giving users of Trimble® SketchUp® instant access to the German company's photorealistic CG trees.

Bloom Unit lets you create interactive photoreal scenes using the power of cloud computing. Users create their design using low-res proxy objects. It is then automatically uploaded to the powerful migenius servers, where the photorealistic final image is rendered, saving the user time and memory on his personal computing device.

Designed with both detail and performance in mind, each expertly crafted and botanically accurate Laubwerk Plant will work seamlessly with SketchUp, one of the most popular 3D modeling tools in the world.

Philip Paar, CEO of Laubwerk GmbH, states: "From now until the end of 2013, all Bloom Unit customers will be able to populate their SketchUp creations with our growing library of 3D trees free of charge. Because the highly detailed Laubwerk Plants are stored in the Cloud, there is virtually no upload time, and the lightweight versions placed in SketchUp won't slow down your session."

Paul Arden, CEO of migenius, states: "Bloom Unit makes photorealistic rendering simple by using the power of the Cloud. We have partnered with Laubwerk to provide our customers with one of the best looking and most versatile 3D tree solution on the market today."

Bloom Unit will debut the line of Temperate Deciduous Trees during a free trial period, allowing users to test the impressive look and feel of Laubwerk's 3D tree models. Sign up for Bloom Unit for free now at [www.bloomunit.com](http://www.bloomunit.com) and get immediate access to the full range of Laubwerk plants.

### About migenius

Founded in 2010, migenius is an Australian company based in Melbourne that integrates Photorealistic 3D Rendering into your business. Bloom Unit is the first end user product created by migenius, bringing the power of Push Button Cloud Based, GPU accelerated rendering to Trimble SketchUp. Migenius licenses the RealityServer platform and NVIDIA Iray technology that underpin Bloom Unit to developers wishing to create their own services and products. (<http://www.migenius.com/> <http://www.bloomunit.com>)

### About Laubwerk

Founded in 2010, Laubwerk is a Berlin-born, Potsdam-based CG software company that offers fast and fluent solutions for architects and CG artists requiring 3D plant models while working with popular 3D software platforms. Laubwerk sets new technical and quality standards with authentic-looking plants that require minimal time and effort while offering maximum detail and control. (<http://www.laubwerk.com>)

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Images available for download at: <http://www.laubwerk.com/press-releases/>