Press Release

iToo Software and Laubwerk see the 3D forest for the trees

Both companies sign an agreement to boost the integration of Forest Pack and the 3D realistic plant libraries.

Cádiz (Spain), and Potsdam (Germany), November 26, 2013: Growing a lush 3D forest has never been easier thanks to a new cooperation agreement between scatter software leaders iToo Software and Laubwerk GmbH. Laubwerk Plants Kit line of stunning 3D trees can now be integrated with iToo's Forest Pack 4 scattering solution with just one click.

Users of popular Forest Pack will now be able to instantly create stunning CG forest scenes using Laubwerk's line of beautiful, render-ready 3D tree species. This seamless integration of technology between the two companies will allow architects and CG artists to optimize their workflow, by allowing to grow lush forests inside their 3ds Max® on a faster and easier way. Demo versions are freely available to download at Laubwerk´s website and iToo Software's website.

Ronen Bekerman, ronenbekerman.com Architectural Visualization Blog, says: "_It can't be any simpler then how it is implemented, and it works with Forest Pack Pro. Driving the content using the plugins built into 3ds Max is a great one – and this represents a big productivity boost!_"

Philip Paar, CEO of Laubwerk GmbH, states: "_iToo Forest Pack and our Plants Kits are complementary, state-of-the-art solutions for 3ds Max users who need great-looking 3D forests for their CG projects. Furthermore, the chance of selling through iToo Software´s web expands our potential customer audience._"

Daniel Quintero, CEO at iToo Software says, "_Our goal is to give our clients the best experience when using our plugins. Integrating Laubwerk plant models into Forest Pack Pro opens up a range of possibilities to create vast surfaces of plants and vegetation with the best 3D plant models._"

Launched in January 2013, Laubwerk Plants Kit 1 has received rave reviews for its breakthrough ability to offer high-quality, adjustable 3D trees with drag-and-drop simplicity to any CG artist. Laubwerk Plants latest version (1.0.7) integrates with Forest Pack Pro 4, released last February and featuring new compatibility with main render engines, an enhanced library with grass and ground cover presets, support for groups, shaded point cloud display and the addition of density/scale falloff curves by Slope, and of course, integration with Laubwerk Plants.

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)

About iToo
iToo Software, founded in 1999 in Spain, is a 3D software developing company, creators of Forest Pack and RailClone, plugins for Autodesk® 3ds Max® and 3ds Max Design®. Our main objective is our customers´ satisfaction with our products, providing a high quality software and personalized support. (http://www.itoosoft.com)

Contact:

Laubwerk GmbH
Philip Paar, CEO
info@laubwerk.com
Tel: +49 331-58 56 992-0
August-Bebel-Straße 27
14482 Potsdam, Germany

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