

Fly like Airwolf through 3D Game Cities

Zürich, Switzerland – March 4, 2010 – Procedural Inc. today announced the support of 3Dconnexion's award-winning line of 3D mice. The software is used by high-profile game companies such as Blizzard, Square Enix, THQ, Rockstar North, etc. and was awarded Killer Technology by 3D World magazine.

"For the development of urban game environments, the CityEngine jumps the hurdle of early ramp-up and quick iteration," said Pascal Müller, CEO Procedural Inc. "With the support of 3Dconnexion's 3D mice for CityEngine, game professionals are allowed to take full advantage of CityEngine's functions and with the helicopter mode you can fly like Airwolf through vast generated 3D game cities."

Unlike mice confined to motion on one flat plane, 3Dconnexion's 3D mice allow game professionals to move in all three dimensions simultaneously, using six degrees of freedom sensor technology. By gently lifting, pressing and turning the 3Dconnexion 3D mouse controller cap, game developers working in CityEngine can navigate and review 3D cities in a natural and intuitive manner.

"3Dconnexion 3D mice augment the CityEngine game development workflow nicely, and together we provide a powerful 3D solution for urban environments in game development," said Dieter Neujahr, president of 3Dconnexion. "Whether it is for a futuristic sci-fi city or a medieval town, 3Dconnexion's 3D mice offer CityEngine users a faster and more intelligent 3D navigation experience."

Ready-to-fly-cities are provided with the free 30 day trial of CityEngine. As a special gift, Procedural and 3Dconnexion offers a free 3Dconnexion 3D mouse for the first 5 CityEngine PRO license buyers. Furthermore, Procedural and 3Dconnexion operates a demo suite during Game Developers Conference (GDC), March 9 – 13, 2010, in San Francisco.

Pricing and Availability

The CityEngine retails from a starting price of \$3'450. A free 30-day trial version is available for download at <http://www.procedural.com>. The software can be purchased via Procedural Inc.'s website, or by telephone order at +41 76 720 3303.

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High-resolution images:

http://www.procedural.com/company/press_room.

About Procedural Inc.

Based in Zurich, Switzerland, Procedural Inc. is a developer of professional software for the efficient creation of 3D buildings and cities. Its flagship product, CityEngine offers the fastest solution for creating high-quality architectural elements, allowing urban environments to be created 10 times faster than any other solution. Founded in 2007, the company is a spin-off of ETH Zurich, Switzerland's most renowned university, ranking among the Top-10 technical universities worldwide and awarded as one of the most promising private technology ventures from around the world from Red Herring: www.procedural.com

For more information, press only:

3Dconnexion, Tobias Keuthen, +49 8152 9919 46, tobias_keuthen@3dconnexion.com

Procedural Inc., Dominik Tarolli, +41 79 563 38 81, dominik.tarolli@procedural.com