

procedural

Procedural, Inc. Factsheet (June 2008)

Elevator Pitch

Procedural Inc. is specialized in software for the efficient creation of 3D buildings and cities. With its flagship product, the CityEngine™, urban environments can be created 10 times faster than with existing solutions.

The company is a spin-off of ETH Zurich, Switzerland's most renowned technical university ranking among the Top-10 universities world-wide, where the underlying unique procedural modeling technology has been invented and developed.

More information can be found on <http://www.procedural.com>

Headquarter

Technoparkstr. 1
8005 Zürich
Switzerland

Corporate Facts

- First copy of the CityEngine™ was already sold before the release
- Advisory board members include Pat Hanrahan (Stanford), Luc Van Gool (ETH Zürich), etc.
- Procedural Inc. is proud partner of Rome Reborn (one of the world most prestigious 3D project)
- Procedural Inc. pursues a strong IP-strategy (patent, trademark, URL, etc.)
- Pascal Mueller is one of the world top authorities in procedural modeling with a long track record (ACM Siggraph, Stanford University, IMAGINA, etc.).
- Simon Schubiger (CTO) is a serial entrepreneur. With QUIX Computerware, he has developed and sold the first port of the Macintosh operating system under the license of Apple Computer.
- Dominik Tarolli trained and consulted over 300 high-tech startups mainly in Europe and the US since 1996. Dominik has over seven years of experience in online and offline marketing, working for global clients.

Industries

Film & TV
Games
Architecture
Archeology
Simulation
Virtual Worlds

Company Executive Officers

Pascal Müller, President and CEO
Simon Schubiger, Chief Technical Officer
Dominik Tarolli, Chief Operating Officer

Board of Directors

Pascal Müller, Procedural Inc.

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Selected Pictures

