

Instant 3D Generation of Existing Cities with the CityEngine

Procedural Inc. released upgrade to their 3D software CityEngine. Enables instant modeling of existing cities via OpenStreetMap import. Introduces RenderMan and Google Earth export. Supports production pipelines in entertainment, architecture and urban planning.

Zurich, Switzerland — November 20, 2008 — Procedural Inc. today released a significant upgrade to their revolutionary 3D software CityEngine®. When the software was launched in July, Procedural Inc. announced the generation of ancient Rome within just one day (Rome Reborn Project). Now, with the newly introduced OpenStreetMap® import, the CityEngine enables the generation of literally every city in the world within minutes.

Procedural Inc., an innovative software company located in Zurich, is home to the world's foremost procedural modeling technology. With the CityEngine, Procedural Inc.'s graphics experts have created a radically different 3D application that allows professional users in entertainment, architecture and urban planning to efficiently model 3D cities and buildings.

"Usually it can take up to several man years to model a 3D city." says Pascal Mueller, CEO of Procedural Inc. "The CityEngine significantly accelerates this process. And with the new OpenStreetMap feature, users can import now every urban street network in the world. On the corresponding parcels, users can then instantly generate 3D buildings by using the CityEngine's unique grammar rule engine."

Other highlights of the new CityEngine release include:

#1: Convenient interface to control specific parameters such as the building height or age. A parameter modification by the user invokes the automatic regeneration of the 3D model with all architectural elements correctly aligned.

#2: Generated city models can now be exported also to Pixar's RenderMan® and Google Earth®.

#3: New learning resources such as video tutorials and extensive user manuals.

A full list of features is available at <http://www.procedural.com/cityengine/features>.

Pricing and Availability

The CityEngine is available at the promotional price of \$3950. A free 30-day trial version, including examples, 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.

About Procedural Inc.

Based in Zurich, Switzerland, Procedural Inc. develops professional software for the efficient creation of 3D buildings and cities. Its flagship product, the CityEngine offers the fastest solution for creating high-quality urban 3D environments. 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.

Contact

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High-resolution images:

High-resolution imagery supporting the CityEngine – including Rome Reborn – may be downloaded at http://www.procedural.com/company/press_room.

For more information, press only:

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