

Will Steve Jobs rebuild Cupertino?

Procedural Inc's outstanding city creation software CityEngine now available for Mac and Windows 64-bit. Free 30-day trial version comes with examples such as a spectacular future vision of the Big Apple.

Zurich, Switzerland — December 17, 2008 — Procedural Inc. announced that their 3D city generation software CityEngine is now also available for Mac OS X and Windows 64-bit. In addition, the free 30-day trial version of the CityEngine comes now with stunning example cities such as a spectacular future New York City.

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.

"We are happy that our Mac friends are now able to benefit from the huge advantages of the CityEngine." says Pascal Mueller, CEO Procedural Inc. "To celebrate it, we created Apple City consisting of thousands of Cupertino headquarters. So in case Mr. Jobs intends to rebuild Cupertino, he has now the tool to plan it on his new MacBook."

The video of Apple City can be watched here: <http://www.procedural.com>

More good news for CityEngine users dreaming of infinite cities: the CityEngine includes now full 64-bit support on the Windows platform. No more memory constraints due to 32-bit. In addition, the CityEngine comes now also with extensive example scenes which allow architects and designers to quickly create detailed cities via parametric modeling only.

Other highlights of the upgrade include:

- #1: ATI graphics cards are now also fully supported
- #2: Introduction of city layer editing functionalities
- #3: Several minor improvements such as 100x faster street growth

Pricing and Availability

The CityEngine is available at the promotional price of \$3950. 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.

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