

## Procedural Inc. Introduces CityEngine 2009 Software

*New Version Makes Working with Complex 3D Urban Environments Easier Than Ever Before.*

**Zürich, Switzerland – May 19, 2009** – Procedural Inc. today introduced the CityEngine 2009, the latest version of its out-of-the-box city creation solution featuring unique procedural modeling techniques and novel interactive editing capabilities. The software was awarded Killer Technology 2009 by the 3D World magazine and is used by high-profile companies such as Foster+Partners, Rockstar North, Volition, NAVTEQ, Microsoft, IBM, etc. and top universities like MIT, Stanford, Brown or Max Plank.

Procedural Inc., an innovative software company located in Zurich, Switzerland, is creator of the world's foremost procedural modeling technology. With the CityEngine, Procedural Inc.'s graphics experts have developed a radically different 3D application that allows professional users in entertainment, architecture and urban planning to efficiently create 3D city models.

"We are very happy to release the CityEngine 2009." says Pascal Mueller, CEO Procedural Inc. "And with the new interactive editing capabilities, the modeling of complex urban environments is easier than ever before. For example, editing the footprint of a building automatically adjusts the corresponding 3D model – allowing for intuitive manipulation of highly detailed building geometries."

### Key Highlights of the CityEngine 2009

- #1:** Interactive Editing Capabilities (*manipulation tools with immediate generation mode*)
- #2:** Floating License (*enables flexible network licensing installations*)
- #3:** Support for Geospatial Data (*aggregation of GIS data to model 3D cities*)
- #4:** Reporting Functionality (*visualization of master plans with corresponding Excel tables*)
- #5:** Improved 3D Export Functionalities (*3ds Max, FBX, Collada, Massive Software etc.*)
- #6:** New Additional City Examples (*available for instant out-of-the-box modeling*)

A complete list of the new features can be found here (including videos showing the highlights):

[http://www.procedural.com/cityengine/whats\\_new.html](http://www.procedural.com/cityengine/whats_new.html)

## Pricing and Availability

A free 30-day trial version of the new CityEngine 2009 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. The CityEngine retails from a starting price of \$ 3'450.

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## High-resolution images:

[http://www.procedural.com/company/press\\_room](http://www.procedural.com/company/press_room).

## For more information, press only:

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