

CityEngine: Will Richard Branson Colonize Space?

Procedural Inc. introduces new CityEngine 2009.3 software with new examples such as astonishing space city. Significant improvements in user interface, texturing and roof modeling. Time-limited discount of \$ 500 on CityEngine SE and PRO for one month.

Zürich, Switzerland – December 10, 2009 – Procedural Inc. today announced the CityEngine 2009.3, the latest version of its groundbreaking software for the fast creation, visualization and analysis of large 3D cities. The software is used by companies such as Zaha Hadid Architects, Foster+Partners, Navteq, Boeing, Thales, Blizzard, Rockstar North, or Mr. X, and was awarded Killer Technology 2009 by 3D World magazine.

"We made huge step forward in user experience. Several interface enhancements allow for a more intuitive modification of procedural models, and the new CityWizard enables to quickly layout large 3D cities with a few mouse clicks only." says Pascal Mueller, CEO Procedural Inc. "Inspired by Richard Branson's recent SpaceShipTwo unveiling, we could not resist to model a space city using the CityWizard. The resulting city is available for download and we'll see if Mr. Branson will need such a hotel resort in space."

Key Highlights of CityEngine 2009.3

- #1: New CityWizard allowing to easily create a comprehensive city model with a few clicks.
- #2: Improved GUI and navigation tools (3D mouse support, navigation schemes, sliders, etc).
- #3: Advanced roof modeling functionality that supports all common roof types.
- #4: New rule operations enable powerful global texturing and instancing capabilities.
- #5: Practical new example resources ranging from ancient Pompeii to Sci-Fi city elements.

For more information and videos, please visit:

<http://www.procedural.com/cityengine/whats-new.html>

Pricing and Availability

The CityEngine retails from a starting promotional price of \$2'950 (for one month only). 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, by telephone order at +41 76 720 3303, or at selected local resellers.

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About Procedural Inc.

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

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High-resolution images:

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

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