

McNeel

News Release

For Immediate Release

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www.splutterfish.com
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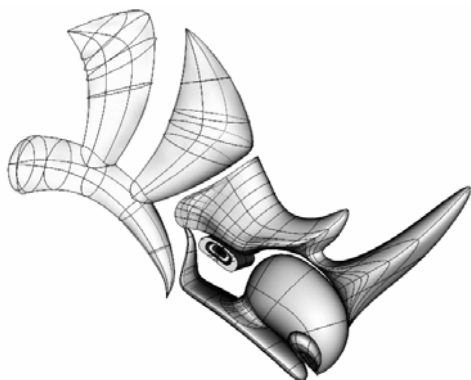
Contacts:

[Robert McNeel](mailto:Robert.McNeel@mcneel.com)
McNeel President
Ph: (206) 634-4577
bob@mcneel.com

[Scott Kirvan](mailto:Scott.Kirvan@splutterfish.com)
SplutterFish CEO
(310) 822-3337
scott_kirvan@splutterfish.com

Images and text:

www.rhino3d.com/press



Product: Brazil Rendering System™ for Rhinoceros®, SRP to be announced later
In short: Advanced rendering tools for professionals
Requires: Rhino 3.0

Brazil r/s for Rhino announced

Advanced rendering tools for professionals

Seattle — July 30, 2004 — Robert McNeel & Associates and SplutterFish LLC announced today that they are collaborating to bring the Brazil Rendering System to Rhino users. The new Brazil 2.0 r/s will be integrated into Rhino using the latest technology from both McNeel and SplutterFish.

“Brazil r/s brings the most advanced rendering technology to product design professionals,” says Bob McNeel, McNeel President. “Brazil is the standard that all other rendering tools are measured against. We are delighted to be first to be working with the latest technology from SplutterFish.”

“Rhino is the most often requested new platform for Brazil r/s,” explains Scott Kirvan, SplutterFish’s CEO. “We’ve put a lot of work into our new Brazil r/s API. The rapid speed of the Brazil-in-Rhino integration by McNeel is very exciting and shows that the effort was well worth it. We’re very pleased to make the tens of thousands of Rhino product designers and artists the first beneficiaries of this significant SplutterFish milestone.

Advanced rendering tools for professionals

Brazil r/s produces images of uncompromising quality. Advanced algorithms and a modern architecture have led to a rendering system that cuts no corners to achieve any look required, including the highest levels in realism.

Brazil’s advanced shading pipeline, extensible architecture, and natural workflow offers unprecedented control and flexibility, giving artists the freedom to focus on the work, rather than wrestling with the “technology.”

Availability

After extensive field testing, Brazil for Rhino will be available from SplutterFish and Rhino resellers worldwide. Brazil for Rhino’s suggested retail price will be announced later.

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SplutterFish LLC, established in 2001, designs high-end, affordable and efficient 3D rendering tools. The company’s flagship product, Brazil Rendering System, has been honored with leading industry awards including the CGW 2003 Innovation Award, the Animation Magazine “Seal of Excellence Award,” and others. SplutterFish software products are currently available from the company and its international reseller representatives. Brazil Rendering System is a trademark of SplutterFish, LLC.

Robert McNeel & Associates, established in 1980, is a Seattle-based privately-held, employee-owned software developer and publisher. Rhinoceros is a registered trademark of Robert McNeel & Associates.

