Top Reasons to Buy Autodesk 3ds Max

Buy Autodesk® 3ds Max® software today, and gain access to a comprehensive, integrated 3D modeling, animation, rendering, and compositing solution for game developers, visual effects artists, and graphic designers.

For more information about 3ds Max, go to **www.autodesk.com/3dsmax**.

To locate the reseller nearest you, visit **www.autodesk.com/reseller**.

1 Out-of-the-Box Productivity
Autodesk® 3ds Max® software offers powerful, easy to use, out-of-the-box capabilities for creating professional quality 3D animation. From Graphite modeling and CAT advanced character rigging, to the powerful Particle Flow system, 3ds Max helps you focus on creativity without compromise. Moreover, the Nitrous accelerated graphics core helps provide dramatic improvements in performance and visual quality – so you handle larger data sets, iterate faster, and make better creative decisions in context.

2 Robust Modeling/Texturing Tools
Well known for its extensive polygon modeling and texturing toolset, 3ds Max features Graphite, an extensive 3D modeling toolset. Graphite combines freeform sculpting, texture painting, and advanced polygonal modeling with a highly efficient user interface. Powerful tools such as Object Paint provide parametric replication of objects in a scene while model optimization is made easy with ProOptimizer.

3 Unbelievable Photorealism
When every pixel matters, professionals turn to the powerful tools in 3ds Max for lighting, shading, and rendering. Achieving a realistic look has never been easier with 1,200 real-world Autodesk Materials to select from, while 80 new Substance procedural textures provide a vast range of look variations. What's more, creating and editing complex materials is as simple as drag-and-drop with the intuitive Slate schematic material editor.

4 Dynamics and Effects
From the powerful, event-based Particle Flow system, to the integrated Hair, Fur, and Cloth systems, 3ds Max helps you bring more realistic dynamic motion to your scenes. And now, you can take advantage of the multi-threaded NVIDIA® PhysX® engine to create more compelling, dynamic rigid-body simulations directly in the 3ds Max viewport with mRigids. Rigid- and soft-body simulations can even be used on the bones of a character to cause it to fall naturally down a flight of stairs, or with the ProCutter tool to create explosive effects.

5 A Rendering Revolution
3ds Max continues to revolutionize the world of rendering, giving you a vast array of options that help you create stunning images faster than ever before. With unlimited integrated mental ray® Batch rendering software, a traditional scan-line renderer, the Quicksilver GPU renderer, and the newly integrated iray® "point-and-shoot" rendering technology from mental images, you can make creative decisions faster than ever. For even more options, choose from a constantly evolving list of third-party rendering plug-ins.

CrimeCraft: BLEEDOUT. **Image courtesy of Vogster Entertainment.**

Image courtesy of SWAY Studio.

Image courtesy of Centre NAD, Maxime Masse.

The Third Letter. **Image courtesy of Marauder Film.**

6 **Animation Made Easy**
Creating sophisticated, believable, character animation is made easier with 3ds Max. You can rig characters more quickly with CAT and use CAT Muscle and the Skin modifier for more precise control of realistic body deformations. Animate CAT, Biped, and 3ds Max objects more easily using layered motion capture data while preserving the underlying animation keyframes. Creatively sequence, blend and mix animation clips using the intuitive NLA system, MotionMixer, with biped or other animated object types.

7 **Improved Pipeline Efficiency**
Use 3ds Max Containers to create and manage large, complex scenes and collaborate with others more effectively. Move 3D assets through your pipeline more efficiently with Autodesk® FBX® exchange technology. Exchange data with over 3o 2D and 3D data formats, including Autodesk® DWG® exchange technology, XML, FBX, OBJ and SAT. Take advantage of the latest development tools, including C# and .NET, to customize and extend your 3ds Max pipelines.

8 **A Global Community**
Available in six languages and used by hundreds of thousands of professionals around the world, 3ds Max enjoys a strong, vibrant community. So, whether you're a facility looking to hire or a student looking for your first job, your search is made easier with 3ds Max. And the extensive 3ds Max online community, including AREA, provides an invaluable resource for anyone looking for some expert advice for a challenging project. Visit AREA at **area.autodesk.com**.

9 **Powerful Partners**
Enjoy the ability to extend and tailor 3ds Max to meet your specific production needs through Autodesk's extensive network of development partners. Autodesk collaborates with the best and brightest in the industry to spearhead continued technological innovation in 3D so that 3ds Max customers have access to the widest range of cutting-edge hardware and software tools possible.

10 **Simple Customization with MAXScript**
With the MAXScript built-in scripting language, you can more easily customize aspects of your 3ds Max toolset including: modeling, animation, materials, and rendering. Create custom import/export tools using the built-in file I/O and write procedural controllers that can access the entire state of the scene, or build batch-processing tools – the possibilities are endless.

11 **Learning Resources**
From the first-class Autodesk training and documentation that comes with 3ds Max, to the breadth of partner and third-party books, DVDs, tutorials and training facilities, there are numerous resources to match anyone's learning style. Tap into one of the largest online communities of 3D professionals and enthusiasts to share information and knowledge. Learn more at **autodesk.com/3dsmax-learningpath**.

Assassin's Creed Brotherhood. **Image courtesy of Ubisoft.**

Image courtesy of Hangzhou Xuanji Science & Technology Information Corporation.

Monster Hunter. **Image courtesy of An Ideal World.**

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