

Top Reasons to Buy Autodesk 3ds Max

Buy Autodesk® 3ds Max® software today, and gain access to a comprehensive, integrated 3D modeling, animation, and rendering 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

Incorporating a wide array of tools that help accelerate everyday workflows, Autodesk® 3ds Max® software helps significantly increase productivity for both individuals and collaborating teams working on games, visual effects, and television productions. 3ds Max provides a comprehensive solution for modeling, animation, rendering, and effects, together with the powerful 3ds Max Composite high dynamic range (HDR) compositing system. Artists can focus on creativity, and have greater freedom to iteratively refine their work to help maximize the quality of their final output in the least amount of time.



Assassin's Creed II. Image courtesy of Ubisoft.

2 Robust Polygon Toolset

3ds Max, well known for its extensive polygon modeling and texturing toolset helps you to get the job done faster. The Graphite toolset incorporates 3D modeling tools for freeform sculpting, texture painting, and advanced polygonal modeling—unified in a highly efficient user interface. Moreover, extensive UVW mapping tools help facilitate a wide range of operations for creative texture, planar, and pelt mapping, and enable direct manipulation of texture mapping coordinates.



©2009, *The Beatles: Rock Band*. Image courtesy of Harmonix Music Systems, Inc.

3 More Rendering Options

Use multiple renderers, tightly integrated through a consistent rendering interface, to help create stylized or highly realistic imagery. 3ds Max offers fast scanline rendering for more efficient, production-quality software renders, the Quicksilver hardware renderer for higher-fidelity pre-visualizations and animatics, and the integrated mental ray® renderer, a high performance rendering engine for generating photorealistic images. And with unlimited free network rendering with mental ray Batch, renders can finish faster. Meanwhile, a constantly evolving list of third-party rendering options offers even greater choice.



©2009, *Planet 51*. Image courtesy of Ilion Animation Studios.

4 Interoperability

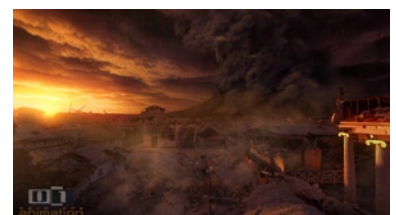
Autodesk® FBX® asset exchange technology provides interoperability between 3ds Max and certain other Autodesk products: Autodesk® MotionBuilder® software, Autodesk® Mudbox™ software, and Autodesk® Maya® software, while 3ds Max natively supports a large number of industry-standard formats: OBJ and DWG that help provide compatibility with commonly available files types. Additionally, support for C# and .NET helps give developers the access they need to customize, extend, and integrate 3ds Max into their existing pipelines.



Image courtesy of wearefink GmbH.

5 Extensive User Community

Available in six languages and used worldwide by professionals and students, 3ds Max enjoys a strong, vibrant community. Whether you're a studio executive looking to outsource or hire locally, or a student preparing for your first job interview, 3ds Max is an extremely popular tool in the 3D world, resulting in a vast global pool of trained talent. Additionally, the online 3ds Max community is an invaluable resource when you're learning the application, or just looking for some advice when you're working on a challenging project.



Melbourne Museum. Image courtesy of Zero One Animation.

6 **Partner Technology**

Extend and tailor your 3ds Max environment to help meet specific production needs with innovative plug-ins from partners, customers, and developers. Autodesk joins forces with some of the best and brightest in the industry to spearhead continued innovation, and to make sure that 3ds Max software customers have access to a wide and current selection of 3D software and hardware.

7 **MAXScript Extensibility**

With the MAXScript built-in scripting language, aspects of 3ds Max can be scripted: modeling, animation, materials, and rendering. Create custom import/export tools using the built-in file I/O, write procedural controllers that can access the entire state of the scene, or build batch-processing tools.

8 **Ease of Learning**

From the first-class training and documentation that comes with 3ds Max, to the breadth of third-party books, DVDs, and tutorials, there are numerous resources to suit a variety of learning styles. In addition, the large online community of professionals and enthusiasts alike are extremely helpful when you're learning 3ds Max.



Image courtesy of Zee Network.



Image courtesy of AIVFX Inc.