

Top 10 Reasons to Buy Autodesk Maya 2009

The Power of Autodesk Maya Software

The open architecture of Autodesk® Maya® software, combined with an industry-leading suite of 3D visual effects, computer graphics, and character animation tools, enable you to realize your creative vision for your film, television, game development, and design projects. Autodesk Maya helps you to meet production demands with fast, efficient tools and workflows.

Now Is the Time

Want to address the increasingly difficult challenges of managing a complex production pipeline? Then now is the time to take a look and discover why so many artists, designers, game developers, technical directors, and programmers are using Autodesk Maya to maximize their productivity, optimize workflows and meet production demands.

For more information about Autodesk Maya, go to www.autodesk.com/maya.

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

Create breathtaking 3D with Autodesk Maya, the integrated 3D modeling, animation, visual effects, and rendering solution.

1 Proven Solution

Autodesk® Maya® software has been the 3D tool of choice for companies producing the top film, games, and television content all over the world for the last decade. It has been extensively used on all but one of the 27 nominees and winners for the Academy Award for Best Visual Effects since 1999, and by three-quarters of the top 20 selling games publishers world wide. Meanwhile, award-winning commercials facilities like The Mill and Psyop count Maya among their toolset, as do top broadcasters like the BBC, NHK, and Turner. From Hollywood to Helsinki, from Soho to Singapore, from New York to New Delhi, the world's top production companies rely on Maya.



Image courtesy of zK Sports

2 Features

At the cutting edge of innovative feature development for over ten years, Maya 2009 is packed with tried and tested features that speed your project from initial concept to finished renderings: from polygon and NURBS modeling, UV mapping and texturing, animation and rigging (including new Animation Layers in 2009), the full gamut of dynamic simulation tools—including rigid bodies, soft bodies, fluid dynamics, cloth, fur, hair, and new nParticles—to toon shading, tools for generating plants and other natural detail, and a choice of four built-in renderers including mental ray® renderer, all accessible through a powerful new Render Pass architecture.

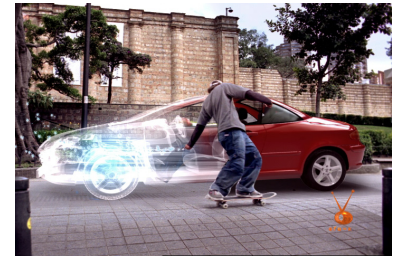


Image courtesy of EFE.X S.A

3 Performance

Through a combination of multi-threading, algorithmic tuning, sophisticated memory management, and tools for segmenting scenes, Maya 2009 is engineered to elegantly handle today's increasingly complex data sets without slowing down the creative process.



Image courtesy of Duckling A/S

4 Productivity

Increased competition and tighter deadlines, combined with higher audience expectations for quality, mean that every job requires artists to produce more creative output in less time than ever before. Maya 2009 maximizes productivity with optimized workflows for everyday tasks, opportunities for collaborative, parallel workflows, and automation through scripting for repetitive tasks, while new Animation Layers and Render Passes enable artists to re-use existing data and minimize the iterative process.



Image courtesy of Asylum Visual Effects

5 Interoperability

From the most complex, proprietary pipelines, to the single user working from home, Maya is rarely used in isolation to create the finished job. Whether you are painting textures in Adobe® Photoshop® software, compositing shots in Autodesk® Toxik™ software, or bringing in cleaned motion capture data from Autodesk® MotionBuilder® software, Maya 2009 makes the task as seamless as possible, minimizing errors and reducing iterations. Included free with Maya, the Autodesk® FBX® technology supports the exchange of 3D data with over 30 professional applications, allowing assets created outside of Maya to be re-used, and offers a software developer kit (SDK) to assist studios with pipeline integration.



Image courtesy of Asylum Visual Effects

6 Extensibility

Maya is a total solution out of the box, but for companies wishing to tightly integrate it with their existing pipelines, or to add differentiated new feature development on top, Maya offers many avenues for customization. Built from the ground-up with its own embedded scripting language Maya Embedded Language (MEL), Maya 2009 also offers Python® scripting language, and an extensive, well-documented C++ application processing interface (API).



Image courtesy of Massive Entertainment

7 Platform Choice

Whether you are a fan of Windows®, a Mac® aficionado, or a Linux® operating system lover, Maya 2009 runs on the platforms you choose. And it's ready to handle the massive amounts of memory that today's large scenes require, with 64-bit executables for both Windows and Linux.

8 Talent Pool

With thousands of artists graduating from Maya programs each year in numerous countries worldwide, customers using Maya are able to find the talent they need to staff their projects. On the other side of the coin, individuals buying licenses of Maya are making an investment in their future careers by gaining skills and experience that are highly marketable to an installed base that continues to see healthy growth.



Image courtesy of Michael Sormann

9 Autodesk Subscription and Support

For an affordable annual fee that lets you plan your budget ahead, Autodesk® Subscription for Maya entitles you to all new releases and extensions offered during the subscription period. In addition, subscription members have access to an online technical knowledge-base and learning resources, and can manage their licenses through the subscription center. Adding Gold support to Autodesk Subscription provides you with access to knowledgeable support experts via telephone or web, and a mechanism to track and report issues.

10 Services

When a production requires more than an out of the box solution, Autodesk's custom development center is standing by with a range of offerings, including custom code development, on-demand bug-fixing (even on prior versions) and a 'Production Assurance' menu of services that will make sure you can get precisely the help you need, when you need it most.



Image courtesy of Shilo