

# Top Reasons to Buy Autodesk Maya Software

## The Power of Autodesk Maya

Buy a license of Autodesk® Maya® 2013 software today, and gain access to a deep and flexible creative feature set. Maya is an integrated 3D modeling, animation, visual effects, rendering, and compositing software that has been used in the making of numerous top movies, games, and television projects.

## Now Is the Time

For more information about Maya, go to [www.autodesk.com/maya](http://www.autodesk.com/maya).

To locate the reseller nearest you, visit [www.autodesk.com/reseller](http://www.autodesk.com/reseller).

### ► The Core of a Modern CG Pipeline

Autodesk® Maya® 2013 software offers a deep and flexible feature set that forms a robust CG pipeline core. With powerful integrated modeling, simulation, animation, rendering, matchmoving, and compositing capabilities; single-step data exchange with other 3D applications in the Autodesk® Entertainment Creation Suites 2013; and extensive opportunities for customization, studios large and small can build a modern pipeline with Maya at its core. Maya is used by leading artists to help create innovative entertainment, and both Maya and its developers have garnered numerous awards for technological innovation including three Academy Awards®.

### ► Stunning Simulations

Maya offers extensive simulation tools for creating high-quality, realistic fluid, particle, cloth, fur, hair, rigid-body, and soft-body dynamics. Engineered by leading research scientists, Maya Fluid Effects and the Maya Nucleus Unified Simulation Framework—with its Maya nCloth, Maya nParticles, and now Maya nHair modules—are designed to help make simulations more realistic. In addition, you can use the multithreaded NVIDIA® PhysX® engine\*, the high-performance open source AMD Bullet Physics engine, and the Digital Molecular Matter plug-in from Pixelux Entertainment™ to create a range of advanced rigid-body, soft-body, and shattering simulations.

### ► Believable Characters

Maya delivers industry leading tools for creating compelling CG characters. Used to help create villains and heroes like Tintin from *The Adventures of Tintin*, the dementors from the *Harry Potter* film series, and the Na'vi from *AVATAR*, Maya features highly customizable rigging tools, advanced muscle deformation, new heat map skinning, and Autodesk® HumanIK® full-body inverse kinematics (FBIK).

### ► 3D Editorial

Maya offers 3D editorial capabilities with the Camera Sequencer, which features a Sequencer Playlist, support for multi-track audio, and interoperability with certain non-linear editing (NLE) applications. Useful for editing 3D animation for previsualization or virtual moviemaking, the Camera Sequencer enables you to more precisely manage framing and timing of CG shots and play them back for review.

### ► Performance

Maya is engineered to help handle today's increasingly complex data sets without slowing down the creative process. It does this through multithreading, algorithmic tuning, sophisticated memory management, GPU optimizations, tools for segmenting scenes, and 64-bit support for Microsoft® Windows®, Linux®, and Apple® Mac OS® X operating systems. In addition, the high-performance Viewport 2.0 enables you to interact with your scene in a higher fidelity environment, helping you make better creative decisions in context.



Image courtesy of Atomic Fiction.

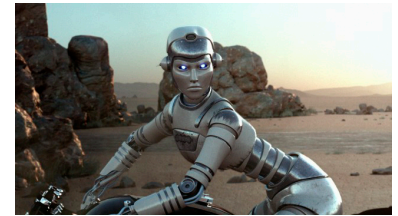


Image courtesy of Cutting Edge.



Image courtesy of DreamWorks Animation LLC.



Image courtesy of Gravity.

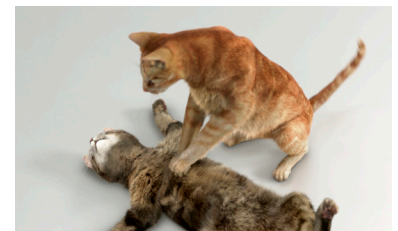


Image courtesy of MPC.

### > The Open Data Initiative

The Open Data initiative is a targeted set of features and workflows designed to help facilitate data-centric, nonlinear workflows. As an example, the ability to read and write the Alembic cache format enables you to distill animated and simulated data into application-independent baked geometry, so that it can be more easily moved between disciplines. Meanwhile, with native support for keyframes, constraints, animation layers, and Set Driven Keys, the ATOM (Animation Transfer Object Model) offline file format enables you to transfer animation between characters. And Maya Assets and enhanced file referencing help you better manage large and complex scenes and collaborate more effectively with others.

### > Highly Customizable

Maya offers multiple avenues for customization for companies wishing to integrate 3D tools more tightly into their pipeline, or to more easily add specialized production tools. It was built from the ground up with the Maya Embedded Language (MEL), and also offers Python® scripting as well as an extensive, well-documented C++ API. Also, developers can create interface components more easily with Qt Designer.

### > Easy to Learn

From the Autodesk training and documentation that comes with Maya, to the breadth of partner and third-party books, DVDs, tutorials and training facilities, there are numerous resources to address a user's learning style. Tap into a large online community of 3D professionals and enthusiasts to share information and knowledge.

### > Make the Most of Your Mac

With Maya, Autodesk® Mudbox® 2013 and Autodesk® Smoke® 2013 for Mac OS® X software optimized for the Apple 64-bit OS, you can get the most out of your Mac® computer. Autodesk offers a set of high-end digital production tools for creative professionals from digital sculpting through 3D animation to high quality editorial and creative finishing.

### > A Global Community

The extensive Maya online community, including AREA, provides an invaluable resource for students learning the application and artists looking for some advice for a challenging project. Visit AREA at [area.autodesk.com](http://area.autodesk.com).



Image courtesy of Reel FX.



Image courtesy of The Mill.



Image courtesy of UVPFACTORY.

\* Available on Windows 32-bit and Windows 64-bit operating systems only.