



Paris, January 2005

## **Bionatics enters architecture mainstream market, with a new EASYnat pricing**

**Bionatics announces a major change in its pricing policy effective January 2005. After an initial period of development with major Building & Construction companies, Bionatics is now geared towards smaller companies and considerably decreases its prices.**

### **Bionatics enters into a new stage of its development**

After a first period of development during which Bionatics collaborated with major companies and renowned architects in the field of Building & Construction, Bionatics is now ready to face a new step of its development and to answer a larger share of the Building & Construction sector. The first effort made towards smaller companies by significantly decreasing the global pricing for architects, landscape designers or Conception & Design companies. Thus allowing to implement dedicated tools to improve their workflow.

### **A major decrease on EASYnat prices.**

A 40% average decrease on EASYnat prices is the major initiative towards the Building & Construction sector. Instead of looking for libraries of 3D vegetation or for substitution offers, every company - from the one man architectural company to the major international firm - will be able to generate thousands of various trees of each specie from \$39. Bionatics clearly intends to become the referent provider of 3D vegetation for the whole B&C industry.

Every single seed or seed credit can be instantaneously purchased and downloaded from Bionatics' website. Every designer can choose and obtain the seed on demand...

### **To know more about Bionatics and its products**

To learn more about EASYnat®, you can contact us :

- By phone at  
**+ 33 1 49 69 12 20** (Europe and Asia)  
**+ 1 604 662 7592** (America and Japan)
- By email at [info.usa@bionatics.com](mailto:info.usa@bionatics.com) (North America and Japan) ou à [info@bionatics.com](mailto:info@bionatics.com) (rest of the world)

To find the closest reseller to where you are based, connect to [www.bionatics.com](http://www.bionatics.com), select a product and then click on **Sales contact** and on **Find a distributor**.

For more informations on EASYnat, visit [www.easynat.com](http://www.easynat.com)

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## About Bionatics

World leader in the technology of 3D simulation and modeling of plants, Bionatics develops a complete lineup of innovative solutions for: Architecture, Video Game, 3D Animation, and the synthetic images for virtual reality. Established in 2000, Bionatics was born from the scientific research lead by CIRAD which brought to life the AMAP technology, known throughout the international scientific community, today includes such references as:

Architecture: Atelier Jean Nouvel, Christian de Portzamparc, L'autre Image, RTKL, RBB Architects Inc., Kompan, Linelec, Derek Lovejoy, Artefactory, Alpha Vision, KD Lab, Process2.

3D Animation: Sony Picture ImageWorks, The Moving Picture Company, Framestore, Mikros Image

Bionatics has offices in France (Paris, Montpellier) and Canada (Vancouver)

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