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## **Bionatics report from E3 : Top 5 Game leaders choose natFX**

**Bionatics reports from this year's E3, that among the world's top 10 game leaders, 5 of them are using natFX with 3ds max or Maya including Ubisoft, Lucas Arts, Eidos, Electronic Arts, and Atari.**

One year after entering the Game industry with its award winning 3D plant modeler natFX, Bionatics is proud to report from its first E3 that amongst the world's top 10 game companies, 5 of them have chosen natFX for game production including Ubisoft, Microsoft, Eidos, EA, and Atari for such hit titles as : Ravenshield: "RainbowSix 3", "Deus Ex II", "Medal of Honor: Rising Sun" and "RTX: RedRock 2".

Apart from these, Bionatics reports that within the last 12 months, 22 game titles have started production using natFX and will be released within the next 24 months.

These titles cover a wide range of game genres including action, sport & driving, adventure, RPG, RTS, and simulation games. With the help of Bionatics, these games will raise the level of quality & realism to one that has never been seen before in the industry.

Bionatics' technology responds to the demands in real-time 3D outdoor environments following the increase in processing power delivered by today's consoles and PCs. As complexity of game environments become increasingly elaborate and cost intensive, Bionatics' technology enables the user to stabilize production costs and secure schedules helping to bring games in on budget while improving productivity ratios.

The latest release of natFX for 3ds max and maya provide game developers with the most powerful and flexible plant package in today's market. Using bio-technology, natFX delivers automatic procedural 3d modeling based on virtual seeds which include an expression of the genetic code of the trees and plants. natFX provides an infinite number of variations of trees and plants from all over the world at different ages and seasons. Once the plant is computer generated, an LOD can be automatically generated and implemented into the game engine and production workflow. Each plant is modeled using a hybrid 2D/3D mode that computes trees by combining billboards and geometry for an optimal polygon count, as specified by the user.

RELEASE

Press

Communication

For more information about natFX and Bionatics, please visit [www.bionatics.com](http://www.bionatics.com).

## Commercialization

natFX comes with a 10-plant library. To enrich the library, the user can simply purchase choice plants on-line from Bionatics' web site : [www.bionatics.com](http://www.bionatics.com) . As of today, the site has over 500 different plants and trees from around the world.

Advised Minimum Configuration: Computers running 3ds max 4.x

- Pentium II processor 500 MHz
- 256 Mo RAM
- 3-button mouse with mouse driver software
- Windows NT 4.0, Service Pack 5,
- Windows® 2000 Professional

Price :

natFX = from \$990 US to \$9,900 US (from 10 to 300 plants of your choice)

Extra plants = from \$20 to \$100 US (additional plants can be purchased and downloaded from the website). Special licensing packages are offered for game prototyping. Bionatics also licenses its technology for Game Engine integration or On-Line "persistent world" Gaming.

## **About BIONATICS**

Bionatics is the world leader in procedural plant modeling and simulation. The company develops a full range of innovative solutions for Architecture, Video Games, 3D Animation, Digital Content Creation and Virtual Reality. Founded in 2000, BIONATICS was born from the extensive research by CIRAD and its technological transfer of AMAP. The AMAP plant modeling technology, known throughout the international scientific community, is the software's backbone. BIONATICS has numerous operational references in the game industry such as: Electronic Arts, Sony Picture ImageWorks, Lucas Arts Entertainment, BBC, Ubisoft, CoreSoft, Gearbox , Rockstar, Ion Storm (EIDOS), Pivotal Game, Zombie Inc., Frontier, Intrepid Games, Savage Entertainment, Relic Entertainment, Super X Studios, Left Field Production and more...

[www.bionatics.com](http://www.bionatics.com)

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