



Paris, Mars 2004

Bionatics doubles its efforts to collaborate with independent game studios

For several years now, Bionatics, the world leader in the development of plant modeling software solutions, is working hard to allow small and independent game studios compete with the majors.

In addition to its technically innovative products, Bionatics answers another challenge in offering small and independent studios a product that addresses their needs regarding time and money savings.

In this spirit, Bionatics is pleased to announce that the recently formed Oxfordshire based development studio, Gusto Games, has adopted the natFX package, as their plant modeling reference tool. The decision to choose the Bionatics' solution was taken after taking a look at a number of options open to Gusto and as a result of a thorough evaluation period.

Gusto Games' Art Director Simon Phillips explains "Bionatics' NatFX tools and technology is invaluable to us here at Gusto. We looked at a number of other options available to us, but Bionatics' extensive library of seeds and powerful hybrid 2d/3d model creation ability allows us to generate a virtually infinite library of trees and shrubs whilst maintaining the quality and tailoring the performance of each plant. NatFX give us the ability to eliminate large risks and save huge amounts of man-hours which is pretty damned important for a new startup team like Gusto."

Fred Gill Managing Director of Gusto Games added "We are really happy with the fantastic results that we have seen already and the fact that NatFX gives us a solid starting point, leads us to believe that we have made the correct decision, with regards to an essential production tool."

Hardware and software capacities are increasingly powerful and Gusto Games wants to take advantage of the extra resources available to take the vegetation to a new level in terms of variety, animation functionalities, stylisation, season change and growth capabilities. What Gusto also appreciates is that this creative and graphical innovation does not mean more man-hours, but on the contrary much less because NatFX offers a productivity platform to save time and money. The software has really been tailored for real time environments.

"It is with great pleasure that we are collaborating with the Gusto Games team. They are highly talented and recognised by the industry. I think they immediately understood the benefits of using a productivity middleware because of mass amounts of quality content it brings to a game without having to invest heavily in human or technical resources." Stephane Gourgout, co founder and vice president

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To learn more about Bionatics products, you can contact us :

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

You can also contact one of our Resellers. To find the closest reseller to where you are situated, connect to www.bionatics.com, select a product and then click on **Sales contact** and on **Find a distributor.**

For more informations on Bionatics software :

- natFX, visit www.natfx.com
- EASYnat, visit www.easynat.com
- REALnat, visit www.realnat.com

About Bionatics

Bionatics is the world leader in the technology of simulation and modeling of plants. The company develops a complete lineup of innovative solutions for the following industries: Architecture, Video Game, 3D Animation, and the creation of synthetic images for virtual reality. Established in 2000 by Stéphane GOURGOUT and Michel MURAIL, Bionatics was born from the scientific research lead by CIRAD which brought to life the AMAP technology. The AMAP plant modeling technology, known throughout the international scientific community, is the central technology behind its software which is used by many today and include such references as:

Video Games: UbiSoft, Electronic Arts, Vivendi Universal Games, Lucas Arts, EIDOS, Microsoft, Atari, Intrepid Games, Namco, Coresoft, StormRegion, Eugen System. RockStar, Ion Storm, Awe Production.

Animation 3D : Sony Picture ImageWorks, The Moving Picture Company, Framestore, Mikros Image, Ex Machina, The Mill Film, Slave Studio, Ghost, Digital Salade, Ubik.

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