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BIONATICS launches itself in e-commerce with virtual seeds

More than ever, the French plant growth simulation software developer BIONATICS is answering the computer graphics requirements and needs of professionals. A platform of information, www.bionatics.com is structured by its proposed software communities and allows 3D animation professionals to purchase them on-line.

Approaching the 3D market using organized communities

To facilitate navigation and access to information, a great deal of care has been put into making the site ergonomic.

The introduction shows an animation that summarizes the beginnings of the company, CIRAD research and the people who helped develop AMAP™ technology from which Bionatics creates its high-end software packages.

Right from the home page, the surfer can choose among four distinct communities :

- 1/ 3D animation and computer graphics
- 2/ Architecture
- 3/ Real-time and video games
- 4/ Landscape and territory management

Each community is structured alike : a technical product description corresponding to its usage, advances in technology, expert testimonies, a forum and numerous examples. Soon, Bionatics will edit a quarterly newsletter profiling the communities according to new products, conferences and sales...

Finally, the surfer has the choice of downloading for free a demo CD of each product. He can also download all the PDF files of technical documents, product manuals and updates.

RELEASE

PRESS

Communication

A commercial space pushing aside temporal and geographical constraints

Once referenced, the surfer can proceed directly to the purchase section of his selected product without having to deal with a middleman. Each product is sold with a predetermined number of virtual plants (package offers) chosen at the buyer's discretion from Bionatics' library of currently over 500 plants from 5 continents.

Payment is made on-line with a credit card*, by check or bank transfer. Bionatics guarantees a delivery within 48 hours whatever the destination.

Also, the user can enrich his plant library by purchasing virtual seeds adapted to his project. Each plant is presented with its botanic and technical characteristics. Once purchased, the virtual seed(s) can either be downloaded, copied onto a CD or even sent by e-mail as an attached file.

The world's first on-line site where you can purchase virtual seeds, www.bionatics.com, is the solution of productivity for the whole of 3D developers who want to rapidly obtain high-performance tools that are unique on today's simulation market.

** High security payment offered by Experian's Pay line.*

About BIONATICS

Created in 1995 by Mathias Monribot and Stéphane Gourgout, BIONATICS (formally JMG Graphics SA) entrusted itself in March 2000, with the world wide industrialization and commercialization of plant growth and simulation software through the extensive research carried out by CIRAD.

This software is based on AMAP technology, renown in the scientific international community. BIONATICS has numerous operational references such as LAFARGE, Port Autonome de Paris, Groupe Scetauroute, Ministère de l'équipement Français et Belge, Ex Machina, DUBOI, UBISOFT, Lockheed Martin et DASSAULT. With exclusive rights to AMAP, BIONATICS obtained the support of ANVAR with an aid for innovation. Seeking to become the world leaders in plant simulation, BIONATICS has an international development politic.

www.bionatics.com

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