

Syflex announces alliance with Softimage at NAB 2004

NAB 2004, Las Vegas, NV, April 19, 2004 - Syflex, a leader in cloth simulation technology, today announced that it has signed a technology agreement with Softimage Co., a subsidiary of Avid Technology, Inc. Under this agreement, Syflex's cloth simulator will be seamlessly integrated with the new SOFTIMAGE(r)|XSI(r) v.4.0 Advanced non-linear animation software. An optional Syflex Cloth add-on will be made available for SOFTIMAGE|XSI Essentials and XSI Foundation users wanting to use the latest Cloth simulation Technology.

Syflex's cloth simulator is the preferred physics-based cloth solution for the professional content creator. It features an extremely fast and stable simulator that allows artists to easily create highly realistic cloth animations. "Our Cloth simulator is gaining tremendous popularity among top industry production companies and has been used in the making of major blockbuster films including "Lord of the Rings", "Hellboy" and soon to be released "Troy", says Gerard Banel, President of Syflex. "The new agreement with Softimage combines best of breed technologies for the professional animator into one powerhouse environment."

"Bundling the Syflex cloth simulator with SOFTIMAGE|XSI v.4.0 Advanced software gives users access to the premium cloth simulator available, offering them high-level creatively directed control for all clothing animation. Combining SOFTIMAGE|XSI and Syflex allows 3-D animation artists to easily add an element of fashion to their photo-realistic characters," said Alan Waxenberg, Softimage's Business Development Manager, 3rd party. "The Syflex simulation engine allows for genuine natural motion, adding the look and flow of actual cloth, and along with incredibly fast computation times lets artists reach new levels of realism."

Syflex introduced its cloth simulator at Siggraph 2002, and soon became widely adopted worldwide by studios and effects houses.

About Syflex

Founded early 2002, Syflex LLC is a leading provider of cloth simulation softwares, used in the film, commercial and game markets. Syflex is a privately owned company headquartered in Hawaii, USA. To find more about Syflex, visit www.syflex.biz

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