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Ideate, Inc. Authorized to Bring Media & Entertainment Software to Western Washington

San Francisco, CA, May 5, 2009 - [Ideate Inc.](#), an [Autodesk Authorized Value Added Reseller](#) for the media and entertainment industries, today announced it can now provide a suite of Autodesk's most innovative solutions for media and entertainment in Western Washington State, a hub of digital media accomplishment and activity. While Ideate has been offering such solutions in its other West Coast markets, the Autodesk authorization for Western Washington is a welcome new addition.

The status of Autodesk solutions in media and entertainment is legendary. Numerous films recognized by the Academy of Motion Picture Arts and Sciences were brought to life by digital artists using Autodesk technology and Autodesk tools are used to develop most contemporary video games.

"For Ideate, being able to offer this comprehensive array of integrated software solutions is exciting. We have the products, the expertise and the technical team to help not only graphic artists, digital publishing professionals, film and video artists, game developers, but also architects, designers and other 3D enthusiasts solve the challenges they face. The digital media community is rapidly expanding and is vibrantly creative. We are so pleased to be able to provide all these products and training solutions to all our customers, and to now include the greater Seattle area and Western Washington," says Ideate President Bob Palioca.

The complement of solutions Ideate can now provide includes the industry's widely accepted Autodesk 3ds Max software, Autodesk Maya Complete and Autodesk Maya Unlimited software products, mental ray rendering software and Autodesk Mudbox software.

Autodesk 3ds Max is the full-featured 3D modeling, animation and rendering solution used to produce top-selling games and award-winning film and video content. It enables users to generate realistic characters and effects and manage complex scenes with great interoperability.

Autodesk Maya software, a comprehensive suite of 3D modeling, animation, visual effects and rendering tools integrated within a single, production-proven workflow, has been the 3D tool of choice for companies producing the top film, games, and television content all over the world for the last decade. It has been extensively used on all but one of the 27 nominees and winners for the Academy Award for Best Visual Effects since 1999 and by three-quarters of the top 20 selling games published world wide.

Autodesk Maya Complete, with its intuitive design and openness, has become a favorite among professionals and 3D enthusiasts of all experience levels who develop graphics or animation. Maya Complete 2009 includes toolsets for modeling, animation, muscle and skin system, visual effects, rendering, paint tools, toon shading and more.

Autodesk Maya Unlimited, the ultimate for professional artists and animators, provides all the functionality of Autodesk Maya Complete with additional innovations. Included are Maya Fluid Effects that simulate atmospheric and open ocean effects, Maya nCloth to let users direct and control many fabrics and other material simulations, Maya nParticles to simulate complex effects including liquids, clouds, spray and dust, Maya Hair, Maya Fur, and Maya Live.

mental ray is the media & entertainment industry's top rendering solution available as a standalone product for Autodesk 3D products. With the high-performance rendering engine that is mental ray 64-bit 3.7 Standalone software, users can generate imagery from photorealism to stylized visualizations. Mental ray rendering technology is featured in Autodesk Maya, Autodesk 3ds Max, Autodesk Revit,

and Autodesk ImageStudio software products, but the standalone version is very desirable for those who have large volumes of data to process.

It also lets users take advantage of the expanded capabilities of 64-bit workstations—more addressable memory and improved handling of larger, more complex scenes—with the speed inherent in 64-bit architectures. The speed and efficiency reduce rendering time to keep creative workflow flowing, and mental ray Standalone automatically handles load balancing to reduce network bottlenecks.

Autodesk Mudbox 2009 is a 3D digital sculpting and texture painting solution that gives 3D modelers and texture artists the freedom to create without worrying about the technical details. It combines a highly intuitive user interface with a powerful creative toolset for creating ultra-realistic high-poly 3D models.

The media and entertainment industry constantly faces new challenges in the form of increased competition, tighter deadlines and ever-higher audience expectations for quality. The availability of this suite of Autodesk products from Ideate means that when every new project requires creators of media and entertainment to produce more creative output in less time, integrated solutions from Ideate are right at hand.

About Ideate, Inc.

Ideate, Inc., a leading U.S. West Coast Autodesk® Value Added Reseller, provides software and hardware, implementation services, training, support, and consulting services for the Architecture, Engineering and Construction (AEC), civil, GIS and multimedia industries. Established in 1992 and headquartered in San Francisco, California, Ideate, Inc. is recognized as an Autodesk Premier Solutions Provider (PSP) – Building Architecture, Autodesk's highest level of authorization. Employing top architects and structural, mechanical, and civil engineers, Ideate, Inc. provides its clients with the knowledge and technical resources to make the most productive, efficient use of their software and staff so that they can achieve their optimal competitive advantage.

Ideate, Inc. operates five Autodesk® Authorized Training Centers on the West Coast: San Francisco, CA; Sacramento, CA; San Jose, CA; Portland, OR and Seattle, WA.

Ideate's facilities are acknowledged as Autodesk Authorized Certification Centers, providing globally recognized certification courses for professionals who sell, service and support Autodesk products and solutions. The Ideate pledge of personal commitment to its clients' successful implementation of Autodesk software has attracted experienced industry professionals of the highest reputation to join the Ideate staff, so that Ideate has become a recognized leader providing superior service and support. For more information about Ideate, Inc. visit www.ideateinc.com

With a specific focus on Building Information Modeling (BIM), Ideate is also developer of Ideate Explorer for Revit, the simple, powerful tool that helps Revit users explore, quantify and manage the 10,000+ building elements in a Revit building information model. For complete information or to purchase Ideate Explorer for Revit, visit www.ideateexplorer.com/index.php or email: sales@ideateinc.com or phone toll-free: 888-662-7238.

Ideate Explorer is a division of Ideate, Inc.

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