

San Jose – March 20<sup>th</sup>, 2006

**Illuminate Labs announces launch of Turtle 3 for Maya®. The new Turtle 3, which will be shown for the first time at the Game Developers Conference in San Jose, California, is available for immediate purchase.**

“We chose this venue for the launch of Turtle 3, as it truly reflects the product’s strong points and our development focus,” explains Nils Wirell, Turtle Product Manager. “The handling and baking of large datasets, required by developers of next generation console games and real-time applications, shifts the focus from rendering to the baking and transfer of textures from high polygon to low polygon meshes,” continues Mr. Wirell.

Advance customers concur. “The fact that you can use all the rendering power and functionality in the baking and combine it with things like PTMs makes Turtle 3 a truly one-of-a-kind tool for next-gen development,” says Jason Smith, CG Supervisor for Burnout, Electronic Arts.

In Turtle 3, the differences between the baking and rendering processes have been removed. Baking, Rendering, and Surface Transfers are all now handled in the Maya Renderview. This means that users can take advantage of the advanced rendering features available in their baking process, such as Super Sampling and Region Rendering. Turtle 3 also features lightweight, programmable shading using LUA.

“Turtle 3 is also the only rendering tool on the market that supports the rendering and baking of the Polynomial Texture Maps,” says Mr. Wirell. “And Turtle’s already renowned fluid workflow and lightning speed have been even further enhanced.”

Surface Transfer and Baking are also beginning to make their marks outside the areas of Game Development and Real Time industries. Many architecture and design firms are finding Turtle’s ability to handle extremely large textures very helpful as well. These companies are often required to use such large textures in order to produce the visual results that their businesses demand.

“The ease of use of the transfer editor in Turtle is so beneficial. We like how it holds the information and settings of the low poly and high poly objects in the scene,” says Jason Gagnon of Light Room FX.

Turtle 3 also comes with an industrial strength renderer that handles all the advanced lighting effects required by today’s industries. Turtle is - and has been - used on a variety of projects where high-end raytracing is required.

“We use Turtle, because it's easy to use, gets the job done quickly and comes with world class support,” states Andrew Honacker, CG Supervisor for Engine Room.

To find out more about Turtle, please log onto our new website at [www.illuminatelabs.com](http://www.illuminatelabs.com). And once on the site, feel free to download your full evaluation version of Turtle 3.

About Illuminate Labs

Illuminate Labs develops and markets rendering and baking technology. Turtle™ is our product for Maya® by Autodesk. Turtle is based on the proprietary LiquidLight® technology, which is available for licensing to third party platforms.

Turtle has been used in production since 2003. Reference clients include Sony Computer Entertainment, Weta, Nintendo, Electronic Arts, Valve Software, and Lockheed Martin.

The Company's headquarter is in Gothenburg, Sweden.

About Maya

Maya is a registered trademark from Autodesk Inc.