

Digital Anarchy Announces 3D Object Creation Software for Adobe Photoshop

The Power of Film and TV Design is Now Available for Photoshop Artists and Photographers

San Francisco — April 7, 2009 — Digital Anarchy, a leading provider of cost-effective special effects software for Adobe and Apple products, today announced the release of a popular 3D design tool for use in Adobe Photoshop. Co-developed with Zaxwerks Inc, 3D Invigorator for Photoshop allows artists to easily create incredibly complex 3D objects, logos and text.

"The product has long been known as the best 3D title creator and logo modeler for any 2D visual designer or special effects artist," said Zax Dow, president of Zaxwerks. "I have wanted to offer this kind of control to the Photoshop community for a long time, and Digital Anarchy is the company to do this for us."

Already known as the industry standard software for creating 3D text and logos in film and television, 3D Invigorator starts with Adobe Illustrator outlines or text generated within Photoshop, gives the object depth, and then sculpts the graphic into a 3D masterpiece. Photoshop artists can use the vector tools in Invigorator for real-time changes to their 3D objects. They can also access its built-in text engine to transform True Type and Type 1 fonts, and take advantage of Photoshop features like Smart Objects and Smart Filters.

"3D Invigorator has been a must-have tool for Film and Television designers for years." said Jim Tierney, president of Digital Anarchy. "We think Photoshop designers will find it opens up a whole new world of creating 3D text and objects."

Some of the practical and creative features of 3D Invigorator include:

- **3D Text Creation:** Use the built-in text designer to create beautiful 3D text objects.
- **Sculpted 3D Edges:** Sculpted edges add important details to 3D objects. Get complete control over how the 3D text or objects extrude and what their edges look like.
- **Import Illustrator Files:** Any Illustrator file can be extruded into complex 3D shapes for an easy way to start the design.
- **Rendering Styles:** Create different looks with a wide variety of rendering styles, including wireframe, cartoon, flat shading, and raytracing.
- **Full 3D Environment:** Rotate the Objects and Camera in 3D space to view the 3D design from any angle, or move individual elements into new arrangements.
- **Material Presets:** Over 100 different material presets give easy options such as gold, chrome, glass, lacquer and puffy surfaces.
- **Material Creation:** If the presets don't provide the desired effect, users can design their own materials using the built-in tools or by importing custom files.

- **Custom Lighting:** Lights can be aimed in any 3D direction for creative flexibility. Create custom lighting like an art deco style, mood lighting, rim lights, high keys or color washes.

Pricing and Availability

3D Invigorator for Photoshop is regularly priced at USD \$199, and will be available for an introductory discount of \$149 through April 30, 2009. The filters work in Photoshop CS2 and higher, although CS3 or CS4 are recommended for use. 3D Invigorator supports Macintosh OS 10.3.9 and higher, and runs natively on Intel Macs and PPCs. The product supports Windows 2000, XP Home, XP Pro, Vista 32-bit and Vista 64-bit systems. Demo filters and samples are available at www.digitalanarchy.com.

About Digital Anarchy

Digital Anarchy is a privately owned company operating out of San Francisco, Calif., that creates high-quality creative software for broadcast designers, 2D animators and professional photographers. These tools solve a wide range of design issues, from creating text effects and background design elements, to masking out bluescreens for commercial still photography. Digital Anarchy products work in conjunction with a wide range of products from companies like Adobe, AutoDesk and Apple. For more information, please see the company's website at www.digitalanarchy.com or call 415-586-8434.

About Zaxwerks

As the world's leading innovator of 3D title and logo technology, Zaxwerks develops software for the digital video, broadcast, film, web and print markets. Customers include ABC, Firestone, Dallas Cowboys Football, TBS SuperStation, Fox Sports, Tech TV, Pixar, Bank of America and many other post production facilities and TV stations around the world. Zaxwerks is a privately held software company with headquarters in Temple City, California. Please visit the Zaxwerks website at www.zaxwerks.com or call 626-309-9102.

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