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Author: Barbara Robertson  
"Fresh Paint"

Also introduced in 1999, Pixologic's Windows-based ZBrush blends 2D and 3D tools into a new form by adding bits of information to describe such things as materials, orientation, and depth as well as color for each pixel. To draw a distinction between the pixels in a paint program and in ZBrush, the company has renamed its pixels "pixols," to signify that the pixels have depth.... The result is an interesting new type of canvas.