

## **Another first for ZBrush!** **ZBrush heralded as a primary contributor shaping "A Decade of 3D"**

In its special issue celebrating projects, applications and events that shaped the 2000-2010 decade of 3D, the prestigious 3D World magazine advisory panel first mentioned ZBrush as the landmark innovation that kicked it all off!

Critically acclaimed as *"the tool that will shake up modeling workflow forever!"*, the magazine recalled its year 2000 prophecy for ZBrush.

3D World added that ZBrush's strengths lay in its unconventionality as *"a fast, intuitive way to create sculpts of previously unheard-of levels of detail, and, in doing so, changed our vision of what a standard production asset could be forever"*.

ZBrush has fulfilled media industry predictions to become an invaluable artist ally and protagonist at the heart of creative and innovative 3D milestones throughout the decade.

Designed and built by artists for artists, ZBrush is widely acknowledged and celebrated for its groundbreaking use in the conceptualization and realization of characters and visual effects in many seminal blockbuster films and video games including:

**Avatar, Lord of the Rings (Weta), Pirates of the Caribbean (I.L.M), Gears of War (Epic), Assassins Creed (Ubisoft) and Uncharted (Naughty Dog).**

Applying its intuitive features and powerful sculpting and illustration capabilities, ZBrush has enabled digital artists and professionals to expand the barriers of creativity.

The plethora of testimonials and recommendations from entertainment industry artists and luminaries bear witness to the way in which ZBrush has revolutionized their ability to map and brilliantly execute characters, models and textured environments in 2D and 3D, quickly and intuitively without the usual technological constraints.

Commenting on the report, Jimmy Golding Marketing Director at Pixologic (makers of ZBrush) stated:

*"We are very happy and honored to be acknowledged by 3D World's distinguished panel for their appraisal and inclusion of ZBrush as one of the main contributive applications to this exciting decade of 3D."*

*Jimmy added "We are also celebrating our 10th year anniversary and this is another validation of ZBrush's standing and historical legacy as a ground breaking innovation that has both impacted and revolutionized artistic and creative expression in the 21<sup>st</sup> century."*

*"We are at the crossroads of a very important and exciting technological and creative era. Who knows what the next decade will witness? One thing is for sure – ZBrush will definitely continue to be a part of it!"*

## Additional information

### Pixologic - Learning Tools - ZClassroom

A variety of learning tools are available for ZBrush (Win/Mac) ranging from introductory to advanced skill levels, with 100 + video (with voice over) available to choose from free of charge.

For additional details, please visit <http://www.pixologic.com/zclassroom/>

ZBrush for Windows 30 day trial can be downloaded from the Pixologic website by visiting:

<http://www.pixologic.com/zbrush/trial/>

### Pricing and Availability

ZBrush retails for USD \$595.00 and can be purchased and downloaded online at

[Pixologic's e-store](#).

ZBrush is also available from Pixologic-authorized resellers for both Windows and Mac platforms.

### About ZBrush

ZBrush is an integrated modeling, texturing, and illustration environment. ZBrush's innovative set of real-time, sculpting, texturing, and deformation tools is used in major film studios and game companies worldwide. Its instant feedback and real-time response makes it the most natural feeling digital sculpting tool available today. As a stand-alone application, ZBrush offers tremendous flexibility and appeals to a wide audience.

### About Pixologic

Founded in 1997, Pixologic Incorporated develops and markets innovative software tools for the film and video, games and illustration markets.

Pixologic is privately owned and is located in California, with offices in Los Angeles, the San Francisco Bay Area and France.

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