



PRESS RELEASE

Chaos Group to show new developments at SIGGRAPH 2010

The new V-Ray RT for GPUs is the company highlight at the biggest industry event in L.A.

Sofia, July 15, 2010 - Chaos Group will be in full force at [SIGGRAPH 2010](#) in L.A. from 27th to 29th of July. The company is going to the exhibition with a bigger team and partners to show the fresh new additions for 2010. It would be located at [booth No. 612](#), SIGGRAPH Exhibition floor during the opening hours 9.30-6.00 pm.

The company is planning permanent booth presentations, a public event and a V-Ray training in partnership with [CGschool](#). Live demonstrations and real-world V-Ray production workflow discussions by experts in the Film and VFX, Architectural and Automotive industries such as Brian Smith from 3DATS, Oliver Heijmans/Senior Lighter/R&D from Mr X FX, Kevin Margo/CG supervisor from Blur Studio and many others are just some of the spotlights at the booth. Visitors can get a sneak peek into the latest from V-Ray and [V-Ray RT for 3ds Max](#) and Maya, [Phoenix FD](#), and [Pdplayer](#). Interesting presentations on [V-Ray for Rhino and Sketch up](#), as well F_BOX picture shooter - the new web based rendering solution will also be part of the demonstrations. F_BOX picture shooter is a product of Mackevision that allows fast and easy creation of high end 3D images through a web based application.

The emphasis this year - the unprecedented V-Ray RT GPUs is developed on the basis of V-Ray RT. This technology inherits the great interactivity and flexibility of the real time engine and brings it into the GPUs to achieve 15-20 times faster rendering process and lighting and shading set up. V-Ray RT on GPUs will be presented on the new 3DBOXX Extreme Edition with 4 GPUs provided with the kind of support of BOXX Technologies.

Following the beaten track of previous years, Chaos Group will host a [public event](#) for the V-Ray fans, resellers and partners. It will be conducted in Room 518 at the second floor on July 29th, 3:30 pm to 6:30 pm. The presentations on focus are as follows: V-Ray RT on GPUs, V-Ray Pipelines - demonstration on how the V-Ray rendering engine can be successfully integrated with post production tools to create powerful and reliable pipelines, V-Ray for Rhino and Sketch up - latest developments and new features, Pdplayer - the professional image sequence player and viewer for the 3D, CG and VFX industry, Phoenix FD - the grid based simulator for smoke, fire and haze, F_BOX picture shooter.

For a first time and in partnership with CGschool, Chaos Group presents a one of a kind [V-Ray training](#) workshop. The Best of V-Ray will be shown by Brian Smith at an exclusive 8-hour live training event in Room 518, 2nd floor on July 28th, 10:00 am to 6:00 pm. Attendees get a free copy of 3DATS's Ispirato book plus a chance to win "One Project" and "Advanced to Expert" books and V-Ray RT licenses. The instructor will show numerous V-Ray features that can be considered as 'Power Tools'. These include tools such as proxies, displacement, the V-Ray Physical camera, and render elements. This class will be suitable for users of all skill levels, from beginners to advanced. Most files for this course will be provided in 3ds Max 2010 format, however suitable for users of V-Ray on other 3D software, as the vast majority of all the concepts will be the same. V-Ray for 3ds Max installations will be provided on site for participants without personal license.

About Chaos Group

Chaos Group is a global leader in creating rendering solutions for the Architectural, VFX and Film, Media and Entertainment, and the Automotive and Product Design industries. Through a worldwide network of more than 120 distributors and resellers the company delivers the market leading V-Ray rendering engine and continues to build upon its success by continuously surprising the 3D community



with new, innovative and trendsetting rendering technologies.

www.chaosgroup.com

Chaos Group was founded in 1997 with the establishment of a production studio for 3D design and animation services. The company quickly recognized the related software development opportunity and oriented resources towards the provision of rendering solutions for production studios. The first product release began in 1998 with Phoenix, launched at the end of 1999. After beginning the creation of the renowned V-Ray rendering engine in early 2000, and upon its release in March 2002, the company dedicated its efforts to the rendering niche and pursued the development and global distribution of its rendering solutions for the 3D visualization industry.

Further information:

Darina Georgieva

PR Manager, Chaos Group

M: +359 898 47 67 44

E: darina.georgieva@chaosgroup.com