

## News 2008

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### "Bunkspeed Unveils HyperMove at SIGGRAPH"

Maker of HyperShot previews groundbreaking 3D animation tool

Los Angeles, CA, August 12, 2008 – Bunkspeed, developer of the world's fastest 3D rendering technology, today announced the launch of its new animation tool, HyperMove, at the SIGGRAPH computer graphics conference in Los Angeles.

HyperMove represents the next generation of animation applications, combining the fastest, most sophisticated CGI technology with an ease of use that is unprecedented in the world of computer graphics. In a matter of minutes, users with little or no 3D experience can now create stunning animations of significant complexity.

Bunkspeed has created a revolution in the industry with its patented ray-tracing processing, featured in its widely popular application, HyperShot. HyperShot greatly simplifies the task of rendering 3D models by providing users a palette of highly photorealistic materials and accurate, real-time visuals.

In much the same way, HyperMove simplifies 3D animation by integrating a full physics engine with Bunkspeed's powerful, industry-leading visualization. Just as HyperShot generates astounding realism without previous rendering expertise, HyperMove's automation lets even novice users bring natural-looking motion to a 3D scene.

"Many of our design customers are rendering product images and want to see things move and operate," explains Philip Lunn, CEO of Bunkspeed. "Usually their requirements are quite simple: show a cell phone opening and closing, for instance. The current offering of animation tools, while sophisticated enough to create Oscar-winning special effects, are entirely too complex for casual users who demand more immediate results."

HyperMove seamlessly integrates with the HyperShot renderer, where users can easily set global lighting effects and assign true-to-life materials to a 3D scene. After applying colors, decals, and texture maps to their 3D objects, users set a few simple animation parameters and hit "render" to create a movie.

With the intuitively visual composition tools in HyperMove, users can see 3D animation paths and control camera positions and change them interactively. Even first-time animators can direct cinematic shots by moving objects and cameras independently. Pans and zooms of multiple cameras are controlled on separate, easy-to-use timelines.

Users can edit camera direction on the fly while the animation is playing. A fast preview allows users to review animations in real time -- with near ray-trace quality -- before committing to a final cut. Once a composition is finished, HyperMove generates a crisp, film-quality animation.

With the release of HyperMove, Bunkspeed introduces a versatile and powerful set of tools for the fields of industrial design, engineering, marketing, and advertising.

HyperMove accepts models from a wide range of common 3D CAD modelers such as Rhinoceros, SolidWorks, Google SketchUp, and Pro/ENGINEER and exports to a variety of industry-standard movie formats. HyperMove for Windows will be available in the fall of 2008. To view examples of HyperMove animations, please visit: [www.bunkspeed.com/hypermov](http://www.bunkspeed.com/hypermov)