

Apple

3D Design and Graphics



Creative People

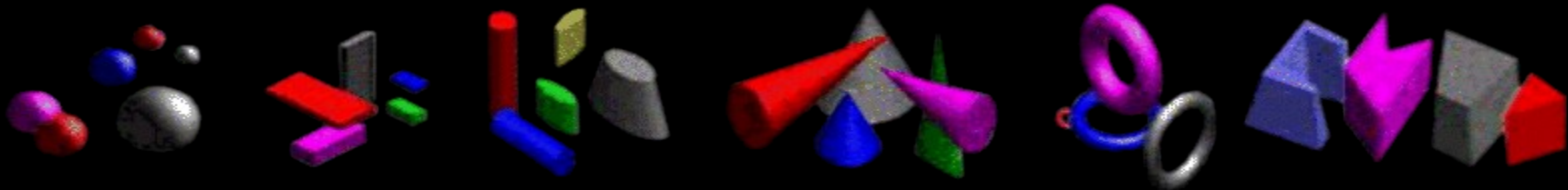
Why they prefer Macintosh for their 3D work

- Used by 3D graphics professionals
 - Animators, architects, designers, scientists, engineers, and more
- Hardware and software integration
 - Graphics and multimedia
- Mac OS
 - Legendary ease of use, user interface
- Plug-and-play simplicity
 - Expansion cards and peripherals



3D on Macintosh

- Advertising
- Architecture
- Web Design
- CAD/CAM
- Environmental Design
- Graphic Design
- Game Creation
- Industrial Design
- 3D Modeling and Animation
- Medical
- Scientific and Engineering
- Film and Digital Video



Evolution of

Growth of Macintosh and the Mac OS

Macintosh

- Wide selection of great 3D applications
- Improved processor speeds
 - Power of PowerPC
- Hardware graphics acceleration
 - ATI graphics chips
- Mac OS support of OpenGL
 - Industry-standard graphics libraries



Faster and

Innovation for the creative professional

Easier

- Elegant, powerful hardware
 - Power Macintosh, iMac, PowerBook
- Editor's Choice Award
 - Best Hardware—3D Design magazine
- Faster I/O
 - Ethernet, USB, FireWire, PCI
- Mac OS built-in features
 - OpenGL, QuickTime, AppleScript, File Sharing, Sherlock



Editor's Choice

Award

Editors of 3D Design magazine selected the Power Macintosh G3 and the PowerBook G3 as “*the*” machines to use for 3D software. Apple was the only hardware system.”

–Robert Melk
Publisher, 3D Design



I.D. Magazine

44th Annual Design Review



- 69 winners in 8 categories used a Macintosh computer in their design work:
 - Consumer Products
 - Graphics
 - Packaging
 - Environments
 - Furniture
 - Equipment
 - Concepts
 - Student Work

Enhanced Graphics Acceleration

ATI RAGE on all Macintosh
systems

- Hardware-based acceleration
- Faster rendering and animation
- Enables special effects and larger screens
- Multiple monitor sup



Impact of OpenGL

Mac OS support of 3D
libraries

- OpenGL available on every major OS
- Next generation of applications
 - More powerful applications will debut on Macintosh

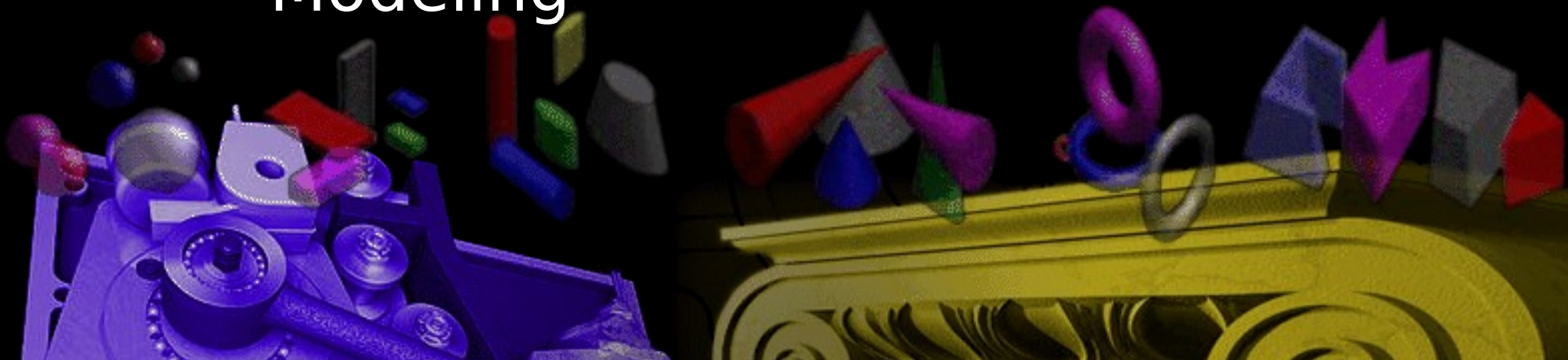


3D Applications

for 3D Modeling
and
Animation

- CAD/CAM
- Graphic Design
- Modeling

- Rendering
- Web Design
- Scientific and Engineering

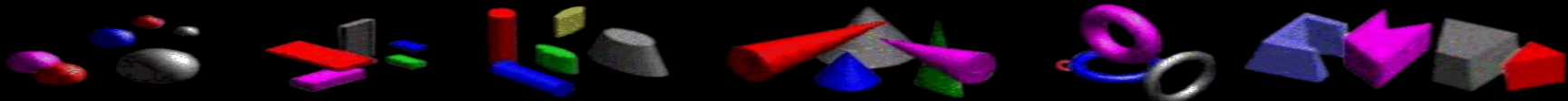


Applications

3D Modeling, Rendering, and Animation

for...

- Animation Master - Hash
- The Animation Stand - Linker Systems
- ElectricImage - Play
- Lightwave 3D - NewTek
- Amorphium - Play
- Sculpt 3D - Byte by Byte
- Art•Lantis Pro - Abvent
- form•Z - auto•des•sys
- Studio Pro 3D - Strata
- Cinema 4D - Maxon
- Poser - MetaCreations
- Ray Dream Studio - MetaCreations
- Amapi 3D - TGS
- Bryce 3D - MetaCreations

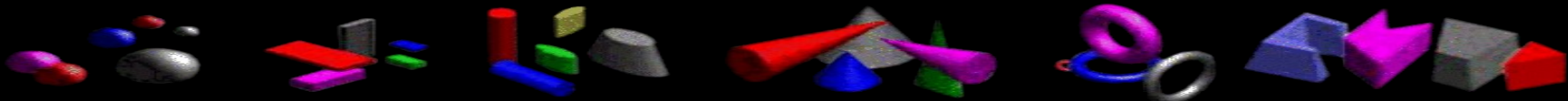


Applications

CAD (Computer-Aided Drafting or Design)

for ...

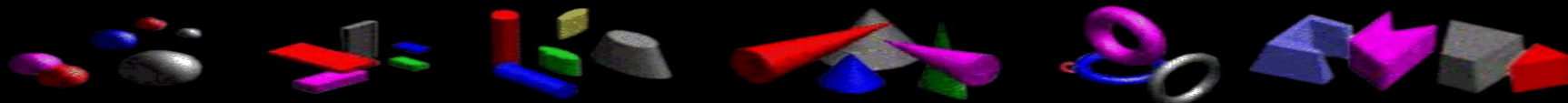
- ArchiCAD -Graphisoft
- ArchiDesign -BAGH
- DenebaCAD -Deneba
- MicroStation -Bentley Systems
- VectorWorks -Diehl Graphsoft
- Vellum -Ashlar
- Douglas CAD -Douglas Electronics
- Turbo CAD -IMSI
- Arc+ -ACA Ltd.
- DigiCad -Interstudio
- CAMM-3 3D -Roland Digital Group



Applications

for... Scientific and Engineering

- Alchemy 2000 -
Tripos
- Chem 3D -
CambridgeSoft
- CAChe -Oxford Molecular
- Maple V -Waterloo
Maple
- Mathematica -
Wolfram
- IDL -Research Systems
- Chemistry 4D -
ChemInnovation
- Sculpt -Interactive Simulations
- IGOR Pro -Wavemetrics
- MultiFrame 4D -Daystar
Software
- MacMolecule -Molecular
Ventures
- Neoform -Formation Design
Systems



Additional Benefits

of Macintosh



QuickTime and QuickTime VR



FireWire



- Plug-and-play expansion and peripherals
 - USB, FireWire, Ethernet, PCI slots



- OpenGL 3D libraries in the Mac OS



Apple 3D Advantages



- Powerful new PowerPC hardware



- Mac OS

- Comprehensive, integrated, and expansive



- 3D Graphics Acceleration

- Now available in every Macintosh



- Applications

- More powerful and creative applications available

Access to More Information

- Apple 3D web site

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www.apple.com/publishing/3D

- Macintosh Products Guide

– www.apple.com/guide

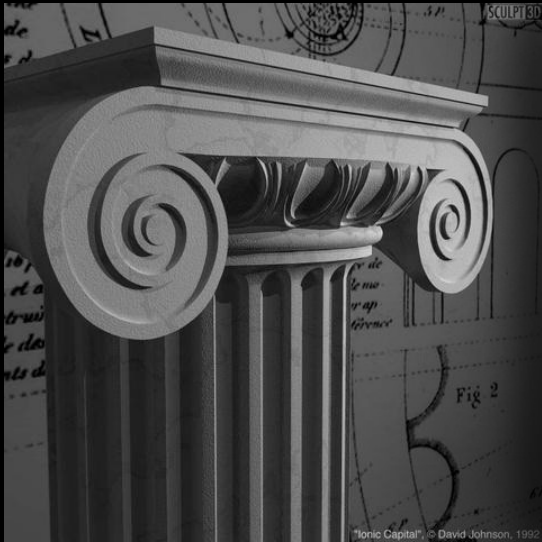




Think
different.

Q&A

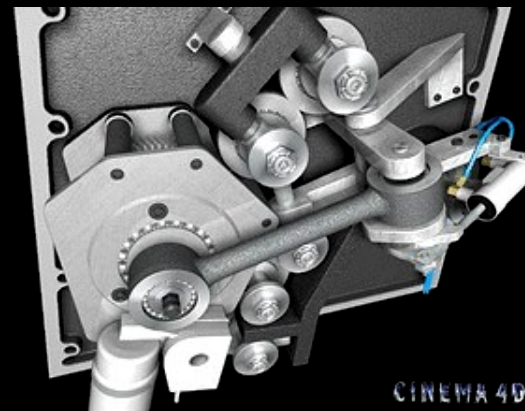
Credits



**"Ionic Capital" © David Johnson, 1992
using Sculpt 3D from Byte by Byte software**



**© Real Time Visualizations, 1999
using form•Z from auto•des•sys, Inc.**



**© Jürgen Schubert, 1999
using Cinema 4D by Maxon**