

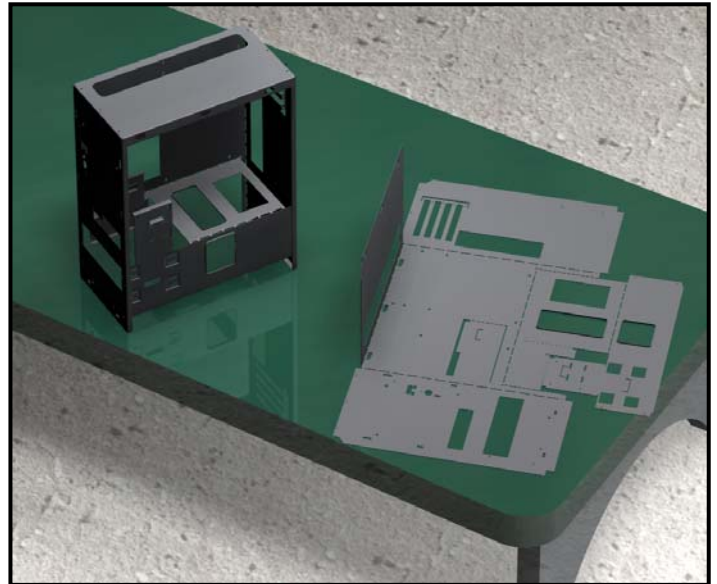
Advanced Rendering With Lightworks Technology

Pro/ENGINEER Wildfire continues to provide new technology to support the product design and development process by introducing photolux Advanced Rendering within Pro/ENGINEER Wildfire. Photorendering is a powerful tool that aids in effectively communicating design intent and helps companies market products before the first prototype has ever been manufactured. Companies can gather critical marketing and sales information without having to invest a dime in production.

Current Situation

Today engineers and designers are in a struggle to communicate their designs in a meaningful yet cost effective manner. A good mechanically sound design may not necessarily be the best design if it is never physically realized because it was ineffectively communicated to the proper channels. 3D models are excellent tools for the engineering and product development process but engineers know that a picture is worth a thousand words when trying to communicate their design outside of the engineering community.

Today's companies are faced with constant pressure from competitors. Lucrative business opportunities can be missed in the blink of an eye if products do not come to market quickly. The ability to effectively market a product while it is still in the development stage is critical in today's marketplace and will become an even larger factor as product development and design cycles become shorter and shorter.



Obtaining the Competitive Advantage Using Photolux

PhotoLux (advanced rendering) complements PhotoRender and raises the bar with new abilities. Render your images faster and more accurately. PhotoLux images offer the highest degree of photorealism for a model. Combine real-world lighting, accurate reflections and shadows, and the fastest render times, for the leading rendering software in the industry. Advanced features include volumetric light scatter, lens flare, depth of field, fog, and more. Take advantage of advanced features such as light scatter to achieve volumetric effects of light passing through dust or fog. Add lens flare to simulate the effects of a camera lens in direct light.



These advances are aimed at helping you create the photorealistic imagery you need to more effectively bring your products to the marketplace.

Advanced functionalities of ARX include

- Light scattering
- Ray tracing
- Fog
- Depth of field
- Lens flare
- Backgrounds
- Advanced materials
- Hard and soft shadows
- Feature anti aliasing
- Extremely fast rendering times