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**Okino Computer Graphics, Inc.**

# Press Release

## **Okino Computer Graphics Receives the Honor of the "Front Line" Industry Award for its 'Next Generation' PolyTrans v4**

**Having defined the industry standard for 3D data translation over the last decade and a half, Okino's PolyTrans receives industry recognition with a "Front Line Award" in the '3D Tools' category.**

Toronto, Canada. – February 2<sup>nd</sup> 2005 – Okino Computer Graphics, a leading provider of 3D data translation technologies and solutions, is pleased to announce that it has been chosen as a recipient of the 2004 "Front Line Award" in the 3D Tools category. The category winners were chosen by a panel of 22 judges. Fifty-seven finalists were selected from hundreds of nominees. Eleven winning products were selected across the various category divisions. The other runner-up finalists for the 3D tools category were: Form/Z 4.1 (Auto.Des.Sys), FX Composer 1.5 (nVidia), gameSpace (Caligari), Impersonator 1.1 (OC3 Entertainment), Lightwave 3D 8.0 (Newtek), Maya 6 (Alias), Painter IX (Corel), PowerSolids 2 (nPowerSoftware), Softimage XSI 4 (Avid) and SpeedTreeRT (IDV Inc). All preceding branded names, product names, or trademarks belong to their respective holders.

As quoted from the January 2005 issue of Game Developer magazine, relating to the award selections:

"As an Art Director I can't count how many times I've heard: 'Can I use software X instead of software Y to do that? I'm so much faster with X.' I'm a big softie, so my answer is always, 'Yes, as long as you can get it into software Y clean and fast.' Of course, that's not always as easy as it sounds. Usually this process is so difficult that after all the translations are done there's no real-time savings. If you count any modifications that happen after the fact, the time lost just isn't worth it. **Okino's PolyTrans makes the whole 3D data translation process that much easier.** PolyTrans comes with integrated 3DS MAX and Maya plug-ins so you never have to leave your native software. This pipeline is very robust and can translate many types of data – polygon models, materials, U/Vs, cameras, lights, object and skeleton hierarchies, mesh skinning, and animation. PolyTrans can translate data from many 3D animation and CAD packages, including 3DS MAX, Maya, Lightwave 3D, Mirai, Filmbox, Renderman, Softimage, trueSpace, Pro/Engineer, SolidWorks, and many others. PolyTrans provides a functionality that I didn't even think existed at this level. And although it won't transfer everything for everybody, **it's the very best importer/exporter you can get.**" – *Sergio Rosas, Ion Storm.*

### **Some History & Perspective on the Award (By Robert Lansdale, CEO & Founder of Okino)**

I would first like to say that we are honored, as well as ecstatic, that PolyTrans was chosen as the 3D Tools Front Line Award category winner. For us, this was the "icing on the cake" to end off many years of focused and hard work delivering our next generation & re-architected PolyTrans & NuGraf v4 software family, as well as finally receiving

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the recognition for all the innovations we have introduced into the 3D data conversion market since the inception of our products 16 years ago.

If there was one single award I have personally wanted Okino to win amongst all others since 1997 it would have been this Front Line Award. Okino has long been the primary innovator and provider of 3D data translation software, pioneering the concept of universal, bidirectional and robust conversion of 3D asset data between all the main CAD, DCC and VisSim file formats and programs, well before other companies found it fashionable to join the game. PolyTrans was the first to provide bidirectional animation conversion amongst all 3D animation programs, the first to bring low cost CAD converters to the masses of DCC (digital content creation) users, the first to provide dedicated & native 3D converter systems for 3DS MAX & Maya (well before they became popular), the first to provide complete scene content conversions with "Load & Render" capabilities (since PolyTrans is/was based on our 16 years of 3D rendering development work), the first to provide accurate, working & guaranteed skinning + skeleton conversions (amongst 3DS MAX, Maya, XSI, Lightwave, DirectX, FBX, etc), the first to provide support for all major 3D file formats in their native forms, and the list goes on. Without doubt PolyTrans has affected the lives and work of thousands of people and companies in the 3D graphics world, reducing their workload considerably (no need to recreate 3D assets from scratch), allowing companies to keep fewer but more specialized 3D artists on staff (no need to retrain them for another 3D animation package if PolyTrans can do the job itself), creating bidirectional 3D pipelines where no such capability existed before in the 3D graphics marketplace, and by having myself and staff provide very personal and hands-on 24x7 tech support to our loyal customers for all these past years.

### **About Okino Computer Graphics**

Founded in 1991 (Toronto, Canada), with development starting in 1988, Okino Computer Graphics, Inc. is an industry leader in the development and deployment of 3D data re-purposing software that allows professional 3D software users to intelligently and accurately convert/view/render/modify 3D data and assets between most major CAD, DCC and VisSim software packages. Okino software is used the world over by all major Fortune 1000 companies, production studios, and 3D content creation, game development, CAD, engineering and product design companies. For more information about Okino, please visit [www.okino.com](http://www.okino.com).

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