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Electric Rain Announces Papervision3D Support and Swift 3D v5.0 Mac

Update to the essential 3D animation software for Adobe Flash will export scenes to the Papervision3D format, coinciding with the v5.0 Macintosh version release in early December

BOULDER, Colo., November 15, 2007 – Electric Rain® is opening new doors for Adobe® Flash® designers with an update to Swift 3D® v5.0 enabling export to the increasingly popular Papervision3D format. This new feature will be available in conjunction with the release of Swift 3D v5.0 for the Macintosh® platform, as well as a free update to existing Swift 3D v5.0 Windows users, adding even more export flexibility to the industry leading 3D tool for Flash.

Papervision3D is an open source 3D engine for Flash that leverages ActionScript 3.0 and the Flash 9 player to draw true 3D and allow for real-time user interaction. Papervision3D utilizes the XML-based COLLADA file format to define the geometry of the models, and that information is rendered live via the Papervision3D component within the Flash Player, making that 3D content accessible to over 93% of all web viewers.

Electric Rain's decision to support the Papervision3D format was based on the recent explosion of interest in working with true 3D in Flash. This is a capability interactive designers have been awaiting since the early days of Flash, and now that it's finally here Swift 3D will be a great fit for anyone wanting to author their own 3D content. With its designer-friendly toolset and workflow, Swift 3D provides a great solution for non-3D professionals to jump into this exciting new Papervision3D technology without the need for extensive 3D or ActionScript 3.0 experience. Swift 3D will also be capable of converting existing models in the .3DS and .DXF file format into Papervision3D projects, creating of all the necessary ActionScript 3.0, FLA, and 3D files needed to run the project without doing any hand coding

“Swift 3D has always been the tool interactive designers turn to with their diverse needs,” said Mike Soucie, CEO of Electric Rain. “By supporting the Papervision3D format we’re helping designers stretch their creative limits even further and expand the ways in which 3D content can be deployed on the Web. Real-time 3D rendering in Flash has always been the dream, and we’re very excited to finally enable our users to begin working with this cutting-edge Papervision3D technology.”

More 3D news from Electric Rain comes with the soon-to-be-released ZAM 3D, a sister application to Swift 3D that specializes in authoring 3D content for Windows® Vista® and Windows XP® with the .NET 3.0 framework. ZAM 3D provides the same ease-of-use found in Swift 3D, but instead of rendering frame-based animations, it exports to the XAML (Extensible Application Markup Language) file format. These XAML files can be integrated into Windows applications via Microsoft Expression Blend® or directly within Microsoft Visual Studio®, bringing the impact of real 3D to the desktop user experience.

Swift 3D 5.0 for Windows is currently available from Electric Rain for \$249.00 USD with the Macintosh version to be released in early December at the same price. Upgrades from previous versions start at \$79.00. For more information on Swift 3D 5.0 please visit: <http://www.eraim.com/products/swift3d/>. Information about ZAM 3D can be found at <http://www.eraim.com/products/zam3d/>.

About Electric Rain

Electric Rain is a Boulder, Colorado-based software company with a vision of bringing easy-to-use multimedia creation and editing tools to business and design professionals. Electric Rain has become the industry-leading developer of 3D Flash solutions, selling over 65,000 units of its flagship product Swift 3D software. Electric Rain's partners include Adobe, Macromedia, Alias (now Autodesk), and most recently Microsoft, as a Technology Adoption Partner (TAP) for developing new Windows Vista (.NET 3.0-based) applications. For more information, visit: www.eraim.com

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