



The Foundry Continue to Shake-up 3D Paint with Release of MARI 1.4

Scalable, future proof and the ideal paint tool for 3D artists

London, 30 November 2011 – Today leading visual effects software developer The Foundry (www.thefoundry.co.uk) announce the release of MARI 1.4. Designed from the ground up to meet the needs of the most demanding VFX texture and matte painting artists, MARI is a 3D digital paint tool that simplifies artist workflow.

Capable of handling vast numbers of pixels, MARI eclipses other 3D paint tools in speed, flexibility and processing capabilities. MARI allows artists to concentrate on painting detailed, multi-layered textures directly onto 3D models in a fluid and natural way.

Introducing Adobe® Photoshop layered PSD import and export, industry standard colour management with OpenColorIO and triplanar projection, MARI 1.4 speeds up and simplifies workflow. With MARI 1.4 artists can paint detailed, multi-layered textures directly onto 3D models, solve commonplace VFX problems, save time, and work in ways never thought possible before.

Originally developed to cope with the most ambitious VFX films of our time and enhanced by The Foundry, MARI easily fits into your current pipeline and will adapt to deliver on often unforeseen production requirements.

In the past year MARI has quickly become the new high end standard for digital paint. It has been widely adopted across the industry at leading film studios and post production houses including Sony Picture Imageworks, DreamWorks, Industrial Light & Magic, Pixar and Digital Domain to name a few.

Hayden Jones, VFX Supervisor at Rushes said “Using MARI to paint was a revelation! It’s immensely quick and intuitive. MARI allowed me to concentrate on the getting the artistic look right, without having to get bogged down in technicalities.”

Trey Harrell, the Lighting Supervisor at Mr. X said “We were also one of the first studios in the world to adopt MARI into our pipeline, which proved crucial due to the enormous texture

resolution requirements on many of our assets.”

Rob Bredow, Chief Technology Officer at Sony Picture Imageworks adds "MARI streamlines our artist workflows on our most complicated assets. It is the latest addition to our pipeline as we provide artists with the right, innovative tools to meet any creative challenge."

Bill Collis, Chief Executive Officer at The Foundry comments, “The progress of MARI over the past year has been impressive. Our aim is for MARI to continue development and handle all aspects of high-end digital paint, this latest release brings us that much closer. MARI’s growing customer base reinforces that MARI is quickly being adopted as the industry standard.”

MARI 1.4 is available immediately and runs on Windows and Linux. It supports Ptex, Python OpenEXR, and C API. MARI 1.4 is priced at \$1,980/ £1,200 with maintenance costing \$330/£200.

For more information on MARI see: <http://www.thefoundry.co.uk/products/mari>

For a video introduction to MARI 1.4 please see: www.thefoundry.co.uk/products/mari/videos

- ENDS -

About The Foundry

The Foundry is a world-leading innovator in visual effects technologies. The UK-based company has established itself as a critical partner to major feature film studios and post production houses worldwide including Sony Pictures Imageworks, Walt Disney Studios, Weta Digital, The Moving Picture Company, Framestore and Digital Domain.

In 2007, the Academy of Motion Picture Arts and Sciences awarded a Sci-Tech Award® to The Foundry’s development team for the Furnace image processing suite. The company’s widely adopted, high-end compositing system Nuke is also based on AMPAS Sci-Tech Award® winning technology.

The Foundry is at the cutting edge of software development, marketing and sales for visual effects software. Its products have facilitated ambitious VFX sequences on numerous “must see” movies such as Avatar, Rise of the Planet of the Apes, Super 8, The King’s Speech, 127 Hours, Tin Tin and Harry Potter and the Deathly Hallows: Part 2.

The Foundry received a Distinguished Honoree medal in The 2010 International Business Awards (‘The Stevies’) as the Most Innovative Company of the Year in Europe. The company was also listed among The Sunday Times Microsoft Tech Track 100 and The Guardian’s 2010 Tech Media Invest Top 100.

In March 2011, The Carlyle Group invested a majority stake in The Foundry for an undisclosed sum, following the 2009 management buyout backed by Advent Venture Partners. The Foundry is a fast growing and highly profitable business, and is still run by its original management team led by CEO Dr Bill Collis and the company’s founders. The company has offices in London and Los Angeles.

© The Foundry, its logo and product names are registered trademarks in the UK, USA and/or other countries. Academy Award is a registered trademark of the Academy of Motion Picture Arts and Sciences. All other trademarks contained herein are the property of their respective owners.

Further Information & Images:

For further information please visit www.thefoundry.co.uk, or contact:

Larysa Woloszansky The Foundry T: +44 (0)20 7968 6828 E: larysa@thefoundry.co.uk