



# Autodesk® Maya® 2010 Top Reasons to Buy

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### Unbeatable Value

Autodesk® Maya® 2010 software is the first software release to unify the Maya 2009 feature set, advanced matchmoving capabilities and high dynamic range compositing into a single affordable offering. Maya 2010 offers artists an end-to-end computer graphic (CG) workflow based on the award-winning Maya Unlimited toolset, its advanced simulation tools for cloth, hair, fur, fluids, and particles. Also included to supplement the creative workflow, are the powerful Maya Composite high dynamic range (HDR) compositing system, the Autodesk® MatchMover™ camera tracker, five additional mental ray® for Maya batch\* rendering nodes, and the Autodesk® Backburner™\*\* network render queue manager. The Maya 2010 release helps make it easier for artists, designers, and 3D enthusiasts around the world to create engaging and compelling digital imagery, stylistic designs, believable animated characters and extraordinary, lifelike visual-effects. Maya 2010 is available on Windows®, Linux®, and Mac OS® X operating systems.

### Proven Solution

Maya has been a 3D tool of choice for companies producing the top film, games, and television content throughout the world for the last decade. Meanwhile, award-winning commercials facilities like The Mill and Psyop count Maya among their toolset, as do top broadcasters such as the NBC, Seven Network, and Turner. From Hollywood to Helsinki, from Soho to Singapore, from New York to New Delhi, many of the world's top production companies rely on Maya.

### Features

At the cutting edge of innovative feature development for over ten years, Maya 2010 is packed with tried and tested features that help speed your project from initial concept to finished renderings: from polygon and NURBS modeling, UV mapping and texturing, animation and rigging, a wide gamut of dynamic simulation tools; particles, rigid bodies, soft bodies, fluid dynamics, cloth, fur, hair— to toon shading, tools for generating plants and other natural detail, and a choice of four built-in renderers including mental ray.

### Productivity

Increased competition and tighter deadlines, combined with higher audience expectations for quality, mean that many jobs require artists to produce more creative output in less time than ever before. Maya 2010 helps maximize productivity with optimized workflows for everyday tasks, opportunities for collaborative, parallel workflows and re-use of assets, and automation through scripting for repetitive tasks.

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## Performance

Through a combination of multi-threading, algorithmic tuning, sophisticated memory management, and tools for segmenting scenes, Maya 2010 is engineered to elegantly handle today's increasingly complex data sets without slowing down the creative process.

## Interoperability

From complex, proprietary pipelines, to the single user working from home, Maya is rarely used in isolation to create the finished job. Whether the artist is painting textures in Adobe® Photoshop® software, compositing shots in Maya Composite or Autodesk® Flame® software, or bringing in cleaned motion capture data from Autodesk® MotionBuilder® software, Maya 2010 helps make the task as seamless as possible, helping to minimize errors and reduce iterations. Included with Maya, the Autodesk® FBX® technology supports the exchange of 3D data with numerous professional applications, allowing assets created outside of Maya to be re-used, and offers a software development kit (SDK) to assist studios with pipeline integration.

## Extensibility

Maya is an out of the box solution, but for companies wishing to tightly integrate it with their existing pipelines, or to add differentiated new feature development on top, Maya offers avenues for customization. Built from the ground-up with its own embedded scripting language, Maya Embedded Language (MEL), Maya 2010 also offers Python™ scripting, and an extensive, well-documented C++ application programming interface (API).

## Platform Choice

Whether an artist is a fan of Windows® operating system, a Mac® operating system aficionado, or a Linux® operating system lover, Maya 2010 runs on these platforms. And it's ready to handle the large amounts of memory that today's large scenes require, with 64-bit executables for both Windows and Linux.

## Talent Pool

With thousands of artists graduating from Maya education programs each year in numerous countries worldwide, customers using Maya are able to find the talent they need to staff their projects. On the other side of the coin, individuals buying Maya are making an investment in their future careers by gaining skills and experience that are highly marketable to an installed base that continues to see healthy growth.

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## Subscription and Support

For an affordable annual fee that lets customers plan their budget ahead, Autodesk® Subscription for Maya entitles them to all new releases and extensions offered during the subscription period. In addition, subscription members have access to an online technical knowledge-base and learning resources, and can manage their licenses through the subscription center. Adding Gold support to subscription provides artists with access to knowledgeable support experts via telephone or web, and a mechanism to track and report issues.

## Services

When a production requires more than an out of the box solution, Autodesk's custom development center is standing by with a range of offerings, including custom code development, on-demand bug-fixing (even on prior versions) and a 'Production Assurance' menu of services that will allow customers to get precisely the help they need, when they need it most.

*\* Feature only available with network license.*

*\*\* Feature only available for Windows 32-bit / 64-bit and Linux 64-bit operating systems*

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