

# Top Reasons to Buy Autodesk Maya

Buy Autodesk® Maya® software today, and gain access to an end-to-end creative workflow. Maya is an integrated 3D modeling, animation, visual effects, rendering, and compositing software that has been used in the making of numerous top games, television projects, and movies.

For more information about Maya, go to [www.autodesk.com/maya](http://www.autodesk.com/maya).

To locate the reseller nearest you, visit [www.autodesk.com/reseller](http://www.autodesk.com/reseller).

**1 Cutting-Edge CG, Unbeatable Value**  
Help modernize your pipeline from end-to-end, with Autodesk Maya: a state-of-the-art creative solution for 3D modeling, animation, simulation, effects, rendering, matchmoving, and compositing in a single affordable offering. Incorporating innovative dynamic toolsets for cloth, hair, fur, fluids, and particles; the powerful Maya Composite high dynamic range (HDR) compositing system; the Autodesk® MatchMover™ camera tracker; five mental ray® for Maya batch\* rendering nodes; and the Autodesk® Backburner™ network render queue manager, Maya offers tremendous value. Maya software's award-winning technology helps artists, designers, and 3D enthusiasts around the world create more engaging and compelling digital imagery, stylistic designs, believable animated characters, and extraordinary visual effects.



Evian 'Skating Babies,' BETC Euro RSCG. Image courtesy of MPC.

**2 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. Itself an Academy Award® winner for Scientific and Technical Achievement in 2003, Maya has been extensively used by the vast majority of nominees and winners for the Academy Award for Best Visual Effects since 1999, and by many top-selling games publishers. Meanwhile, award-winning commercials facilities and leading broadcasters on several continents count Maya among their toolset. 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.



Image courtesy of Brand New School.

**3 Features**  
At the cutting edge of innovative feature development for over 12 years, Maya is packed with tried and tested features that help speed your project from initial concept to finished renderings: polygon and NURBS modeling, UV mapping and texturing, animation and rigging, a wide range of dynamic simulation tools, toon shading, tools for generating plants and other natural detail, and a choice of four built-in renderers including mental ray.



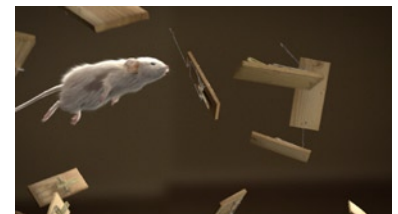
Image courtesy of Nickelodeon and Tom Lynch Co.

**4 Productivity**  
Increased competition and tighter deadlines, combined with higher audience expectations for quality, mean that many productions require artists to produce more creative output in less time than ever before. Maya 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.



Ghostbusters™: The Video Game. Image courtesy of Terminal Reality.

**5 Performance**  
Through a combination of multi-threading, algorithmic tuning, sophisticated memory management, and tools for segmenting scenes, together with 64-bit offerings for Windows®, Linux®, and Mac OS® X operating systems, Maya is engineered to more elegantly handle today's increasingly complex data sets without slowing down the creative process.



Kerry LowLow 'Mouse', Fallon, Image courtesy of MPC.

## 6 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 Autodesk® Flame® software, bringing in cleaned motion capture data from Autodesk® MotionBuilder® software, or meshes and normal maps from Autodesk® Mudbox™ software, Maya 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—enabling assets created outside of Maya to be re-used—and offers a software development kit (SDK) to assist studios with pipeline integration.

## 7 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 several avenues for customization. Built from the ground-up with its own embedded scripting language: Maya Embedded Language (MEL), Maya also offers Python® scripting, and an extensive, well-documented C++ application programming interface (API). Meanwhile, with a Qt user interface (UI), developers can more easily create interface components for proprietary tools with Qt Designer and load them directly into Maya.

## 8 Platform Choice

Maya runs on these platforms: Windows®, Mac OS® X, and Linux® operating system. And it's ready to handle the large amounts of memory that today's large scenes require, with 64-bit executables for Windows, Mac OS X, and Linux.

## 9 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 a license of Maya are making an investment in their future careers by gaining skills and experience that are highly marketable to an installed base that has seen continued healthy growth.

## 10 Subscription and Support

For an affordable annual fee that helps 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.

## 11 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.



*The Spine.* ©National Film Board of Canada Production.



*Ratchet and Clank Future: A Crack in Time,* Sony Computer Entertainment/Insomniac Games.



*G.I. Joe, The Rise of Cobra,* Paramount Pictures. Image courtesy of MPC.



Image courtesy of The Mill LA.

\* Feature only available with network license.