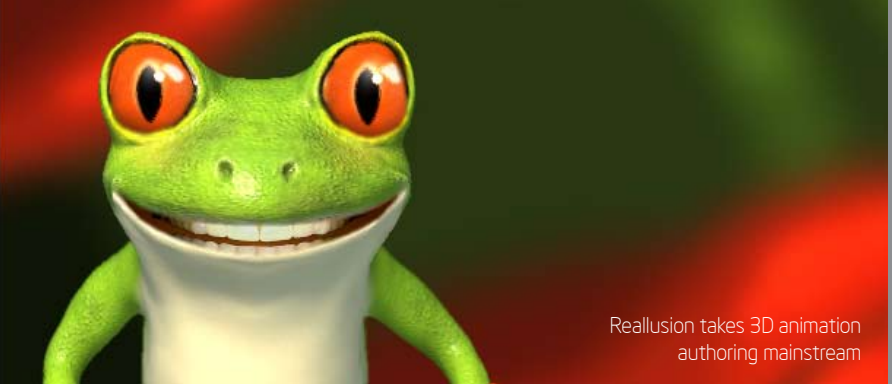


Reallusion takes 3D animation authoring mainstream

Success Story

**Intel® Software Partner Program**

Reallusion Inc.

# Bringing Simplicity to 3D Animation

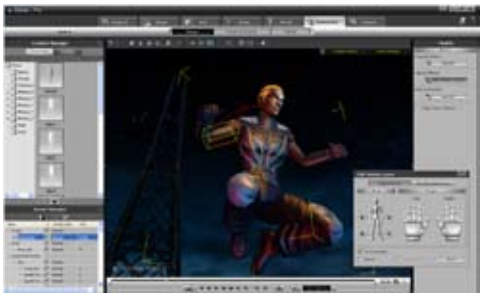
## Reallusion bridges the gap between consumers and creators of 3D animated content, putting creative ability in the hands of mainstream users while also meeting the needs of professionals working on commercial projects. The Intel® Software Partner Program helps Reallusion deliver winning results on the full spectrum of systems that breadth implies.

Based in Silicon Valley and Taiwan, Reallusion Inc. builds a range of 3D animation tools. The company's long-standing relationship with Intel has been extremely valuable to them as they have created and refined products like the iClone* character animation tool and CrazyTalk* software, which adds voice and expressive effects to animated characters.

### Putting Power and Simplicity Behind 3D Animation

Reallusion software must provide the performance and ease of use to deliver beautiful results. Equally important, it needs to take advantage of high-end hardware capabilities while also being compatible with more common machines. Reallusion exemplifies excellence in both areas.

Using Intel® Compilers, Intel® VTune™ Performance Analyzer, and Intel expertise, the company has highly optimized its code for performance, allowing additional features and capabilities without bogging down the target platform. As multi-core processors came to the fore, Reallusion created an intelligent multi-threading model. Drawing on resources that include the Intel® Threading Tools, a rich body of best practices, and robust engineering support, Reallusion has positioned its products for success as future platforms become more parallel.



Reallusion iClone* rapidly creates 3D animation for beginners and professionals

Reallusion has worked with the Intel Software Partner Program to tailor attributes like the shader model used to match the capabilities of the hardware. The results have been dramatic for both the software and the company. As John Martin II, Reallusion vice president of product marketing said, "Intel tools and engineering assistance helped us boost CPU utilization by 125 percent and speed up rendering by 85 percent. Results like these let us show what it means to drive the age of visual computing."

REALLUSION™

*"Intel tools and engineering assistance helped us boost CPU utilization by 125 percent and speed up rendering by 85 percent. Results like these let us show what it means to drive the age of visual computing."*

– John Martin II
Vice President of Product Marketing, Reallusion

**Challenge:**

Offer robust 3D animation capabilities suited to both hobbyists and professionals. Enable real-time performance on the latest high-end hardware while also supporting more mainstream machines.

**Solution:**

Reallusion works with the Intel® Software Partner Program to optimize its products for multi-threaded processing, taking advantage of Intel expertise and development tools. Associating those products with the Intel brand also elevates Reallusion's image within the industry.

**Learn more:**
**www.intel.com/partner**

VISUAL ADRENALINE intel Software Partner

*The relationship has helped us showcase our progress at venues like SIGGRAPH and CES, which has been instrumental in getting us the exposure to power our success."*

John Martin II
Vice President of Product Marketing, Reallusion

**Reallusion CrazyTalk* is a full-featured face-puppet animation studio**

## Making Waves in a Competitive Market Segment

In addition to building winning products, Reallusion must also market them effectively, and the program has been instrumental there as well. As John puts it, "We have been working with Intel since we released our first consumer products in 2000. The relationship has helped us showcase our progress at venues like SIGGRAPH and CES, which has been instrumental in getting us the exposure to power our success. In fact, when Intel introduced the [Intel®] Pentium® 4 processor, Reallusion products were part of the retail kiosks for the release at electronics stores and other outlets. You just can't buy that kind of publicity."

Expanding the pool of 3D content creators to include everyone who wants to participate is a key aspect of Reallusion's philosophy and business strategy. That broad range of target platforms makes flexible system support a key design requirement, so the company places a premium on building high code quality and efficiency into every component. They must also adopt new hardware features, instruction sets, and other features early, while maintaining strict backward compatibility.

The Intel Software Partner Program helps them manage that complexity, with a forward-looking eye to future technologies and cutting-edge access to the latest tips, tools, and techniques. So far, the results speak for themselves, with an animated future for everyone.

## Conclusion

Looking ahead, John sees even more opportunity in his company's relationship with Intel. As Reallusion consistently takes advantage of the latest hardware, the Intel Software Partner Program helps them showcase new capabilities while maintaining fast time to market, low development cost, and a clear eye on the road ahead.

To learn more aboutReallusion, visit:
www.reallusion.com

## About the Intel® Software Partner Program

The Intel® Software Partner Program provides a framework for collaborative solution development around Intel® architecture. From business planning and product development to marketing and sales, the program drives increased business success and market opportunities. Learn more at www.intel.com/partner.

Success Story by:

Intel, the Intel logo, Pentium, and VTune are trademarks or registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries.
*Other names and brands may be claimed as the property of others.
Copyright © 2009 Intel Corporation. All rights reserved. 0309/BM/MESH/PDF

321555-001US