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**FOR IMMEDIATE RELEASE**

**Strata 3D CX gets ready to Connect Users to 3D**  
*New Release Slated to Ship in June – Offers Host of New Features*

**St. George, Utah, March 31, 2004** — Strata, the company dedicated to adding a new dimension to the designer's toolset, is announcing Strata 3D CX, a major upgrade to the award winning Strata product line. Strata 3D CX is planned for a June release but customers who purchase the current version qualify for a free upgrade.

**Connected to Adobe™**

Strata 3D CX provides links to Adobe Photoshop and Illustrator by reading in their native file formats. Photoshop files can even be read in as live-link textures – change the Photoshop document and the Strata surface texture changes automatically. In addition to Adobe file support, Strata 3D CX adds support for Kaydara FBX as well as OBJ file formats. FBX allows users to import sophisticated, motion captured 3D files.

**Extended Power**

Strata 3D CX adds powerful new tools such as the Polyspline SDS modeler, high dynamic range image support (HDRI), and image based lighting. The Polyspline modeler is based on subdivision surface technology that allows the user to mold almost any object they can dream of. High dynamic range image support is the cutting edge of realism for textures and rendering. Image based lighting allows the user to utilize images captured from actual real-world environments to illuminate their scenes.

**Limited Time Offer**

Strata is offering a free upgrade to the Strata 3D CX product to users who purchase the current version – Strata 3Dpro 3.9 – during April and May. This money saving offer allows users to get up to speed with the product that offers the best combination of power and ease of use on the market today, while automatically qualifying for Strata's hot new upgrade. Users pay only a nominal shipping and handling fee.

**About Strata**

Strata is a division of Corastar Inc. Corastar is a privately owned corporation based in St. George, Utah, amid the beautiful redrock country near Zion National Park and the Grand Canyon. Strata is dedicated to developing and publishing powerful, easy-to-use 3D and DV software tools for the creative individual, and to building an exciting new paradigm for business in the digital age with a focus on openness, innovation and shared community. For more information see [www.strata.com](http://www.strata.com).

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