

Contact Information

Rebecca Taylor
Phone (435) 628-5218
Fax (435) 628-9756
rebeccat@strata.com

For Immediate Release

Strata Ships Strata 3D CX, Connects to Adobe®, Adds Muscle

500,000+ Strata Installed Base Gets Major Upgrade

St. George, Utah, June 2, 2004 — Strata, the company dedicated to adding a new dimension to the designer's toolset, announced today that its shipping Strata 3D CX, a major upgrade to the award winning Strata 3D product line. This latest release provides significant workflow enhancements, powerful new modeling tools and image production technology.

Connected to Adobe

Strata 3D CX offers designers and illustrators significant workflow enhancements by linking to Adobe (Nasdaq:ADBE) Photoshop® and Illustrator®. Photoshop files can be read in as live-link textures – if the user changes the Photoshop document the Strata surface texture updates automatically. Also, rendered images can be output with Photoshop compatible transparency data. Native Illustrator CS, PDF and EPS files can also be brought in and expanded to 3D geometry.

Extended Modeling Power

Strata 3D CX adds powerful new modeling tools with Polysplines and Meld. Polysplines use subdivision surface technology allowing the user to push and pull a surface to create virtually any shape imaginable. Meld causes two or more objects to “melt” together - as if they were made of mercury - to form MetaSurfaces.

Hyper-Real Image Creation

Also new is support for HDRI (High Dynamic Range Images) which can be used in textures or as Lightdomes to light a 3D scene. Also, Strata's famous Raydiosity renderer has taken another leap forward with improvements in speed and accuracy to generate true light-energy based images.

User Reaction

Early user reaction has been very positive:

“Visualizing packaging for clients like Coca-Cola, Purina, and Coors often means last minute changes. They want to see their products with different labels, angles and shapes. Strata 3D CX and the new Polyspline modeler – combined with the Photoshop texture linking – makes this process a snap.”

Jean Probert, principal at Jean Probert Studios

“As a designer and illustrator at Ford, I don't design cars, I illustrate the concept images that help move the company forward. That's why Strata 3D CX's new rendering and lighting features are so important to me - they make it easy to get just the right image.”

Chris Szetela, Industrial Illustrator for Ford Motor Company

Strata 3D Vector – \$139 value – included for a limited time

Customers who purchase Strata 3D CX before July 31st will receive a copy of Strata 3D Vector for free. Vector allows the user to output Flash® (Macromedia – Nasdaq:MACR) and Illustrator based line and region vector art versions of their 3D scenes. These images and animations are ideal for print work and web rich-media. The Vector offer is available on new purchases or as part of the upgrade available to the more than 500,000 Strata 3D userbase.

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 software tools for the creative individual. For more information see www.strata.com, or call 800-678-7282.

Strata 3D, Strata 3Dpro, Strata 3D CX and Red Rock Revival are trademarks of and/or licensed by Corastar Inc. All other trademarks contained herein are the property of their respective owners. Strata 3D Vector is based on RAViX II technology from Electric Rain.