

For Immediate Release

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

Strata Upgrades Flagship Product with Photoshop CS3 Connections

Strata™ 3D CX Version 5.5 adds 3D[in]™ plug-in capabilities for Adobe® Photoshop® CS3 Extended

St. George, Utah, October 22, 2007 — Strata, the company adding the power of 3D to the designer's toolset, released today version 5.5 of Strata 3D CX. This new version includes Strata's 3D[in] technology and provides an unrivaled workflow for designers, illustrators and 3D professionals that are also using Adobe Photoshop CS3 Extended.

"We're happy to see support for 3D workflows in Photoshop CS3 Extended from valued ecosystem partners like Strata," said Kevin Connor, Senior Director of Product Management, Professional Digital Imaging, Adobe. "Strata 3D along with Photoshop CS3 Extended means "Creatives" can take full advantage of the power of the Photoshop image editing toolset and paint engine for editing 3D and motion based content."

This Strata 3D CX upgrade adds several powerful "connect to Photoshop" features as well as other important enhancements to the venerable 3D application. Working in concert with these new Strata 3D CX features, the upgrade also includes six new plug-in capabilities for Photoshop CS3 Extended for connecting to Strata 3D CX 5.5.

3D designers using Strata 3D CX v5.5 can easily model new objects or modify existing objects with a wide array of professional modeling tools such as Subdivision Surface modeling, Booleans, Align to Path, and Deformation. They can send 3D content directly into Photoshop CS3 Extended and match the perspective of Photoshop images. Users can also compose final scenes, set up sophisticated lighting using High Dynamic Range images, and generate soft shadows, reflected light, refractive materials and more.

Among the plug-in capabilities included for Photoshop CS3 are the new "Texture Maker" plug-ins. These two new commands make it easy to create fully linked textures. Users can develop complex, multi-layered surface textures in Photoshop that are linked to their Strata 3D CX projects. When the user makes a change in Photoshop their Strata 3D projects automatically update. This timesaving feature makes it easy to work with multiple client requests - or just to enhance the workflow of personal creative iterations.

"Rarely have there been two design applications from different companies that work together so seamlessly," states Ken Bringhurst, Strata's President. "This powerful new workflow between Strata 3D CX and Adobe Photoshop CS3 Extended is already being called 'truly inspired' by the press and industry insiders. This upgrade reinforces Strata's position as the best 3D solution for the design and illustration market."

For more information about Strata 3D CX v5.5 and the rest of Strata's products, visit www.strata.com.

For detailed video tutorials showing how Strata and Photoshop can be used in real-world situations, visit www.3Dlayer.com. Tutorials presented by both Dave Cross and Colin Smith are among those available.

About Strata

Strata is a division of Corastar Inc. Strata is located in the scenic red rock country of southern Utah. For more information see www.strata.com, or call 800-678-7282.

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