

## **For Immediate Release**

### **For More Information Contact:**

Dave Klein — Electric Rain, Inc.

Phone: (303) 543-8233

Fax: (303) 543-8225

Email: [dklein@erain.com](mailto:dklein@erain.com)

## **ELECTRIC RAIN ANNOUNCES SWIFT 3D PS – 3D PLUG-IN FOR PHOTOSHOP CS4 EXTENDED**

### **Plug-in taps new 3D API in Photoshop to enable powerful 3D modeling, lighting, texturing and animation capabilities directly within the CS4 Extended interface**

Boulder, CO – January 29, 2009 – Today Electric Rain, Inc.<sup>®</sup> announced the upcoming release of Swift 3D<sup>®</sup> PS, a new Photoshop plug-in that adds a full-featured 3D modeling and animation environment to the CS4 Extended interface. Swift 3D PS allows Photoshop users to access the toolset of the industry leading 3D-for-Flash application to build compelling 3D content directly within the Photoshop authoring environment. Swift 3D PS expands the 3D workflow between Photoshop and After Effects by greatly simplifying 3D scene creation and animation, as well as lighting and camera placement.

“Swift 3D PS marks an exciting new direction for our designer-oriented 3D tools,” said Mike Soucie, President of Electric Rain. “By tapping into the plug-in architecture and built-in 3D capabilities of Photoshop CS4 Extended, we can now introduce graphic artists and 2D designers to the engaging world of 3D in a seamless, and painless manner.”

Electric Rain’s Swift 3D product line has long been a staple for Flash designers looking for a vector-based solution for creating 3D content. Swift 3D PS incorporates the same intuitive Swift 3D interface, but with an expanded toolset, making it a good fit for non-3D professionals to begin working with 3D scenes, lighting, geometry and materials. This interface can be launched directly from within Photoshop, enabling a smooth workflow as users move back and forth between the 3D and 2D workspaces.

### **Key benefits of Swift 3D PS**

- Use easy modeling tools like 3D text, primitive shapes, 2D extrusions and lathes
- Import, extrude and bevel existing 2D vector artwork and logos in AI and EPS formats
- Create sophisticated 3D objects with the Advanced Polygon Modeler
- Easily animate 3D objects with drag and drop animations or keyframe based timeline
- Expand on Photoshop CS4 Extended’s new Live 3D workflow with After Effects CS4

- Expanded toolset including Boolean operations and in-viewport rotation and camera controls

“The real magic of Swift 3D PS will be revealed once the Photoshop user base begins to experiment with this plug-in,” added Soucie. “Swift 3D PS will enable designers to tap into the world of professional-grade 3D design for a fraction of the cost of the typical high-end products, while keeping the workflow as convenient as possible. Based on what Flash designers have produced with our Swift 3D product line, we can’t wait to see what happens once Photoshop users get their hands on it.”

Swift 3D PS is currently in beta and will be available on the Windows platform in March 2009, with a Macintosh version scheduled to follow. The SRP for Swift 3D PS is expected to be \$149.00 USD, with significant discounts for owners of the Swift 3D standalone software and for educational or volume licensing. Swift 3D PS will be available from the Electric Rain website at <http://www.eraim.com>.

### **About Electric Rain**

Electric Rain is a Boulder, Colorado-based software company with a vision of bringing easy-to-use multimedia creation and editing tools to business and design professionals. Electric Rain has become the industry-leading developer of 3D Adobe Flash solutions, selling over 65,000 units of its flagship product Swift 3D, now in version 5.0. Electric Rain’s partners include Adobe, Macromedia, Autodesk, and most recently Microsoft, as an elite Technology Adoption Partner for developing new Windows Vista applications. For more information, please visit <http://www.eraim.com>.