Luxology Highlights Use of Modo in Marketing Image Production
Print Cgi Work from Alter Schawk Smoke and Mirrors and Others to be Showcased at Cgam 2008

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Luxology LLC, makers of modo™, a modern, artist-friendly image generation software, today announced that it will host several high-profile advertising customers during CGAM 2008, a new CGI conference for advertising and marketing professionals. Featuring work from leading creative companies such as Alter, Schawk and Smoke and Mirrors, Luxology will demonstrate how modo's artist-friendly toolset provides an ultra high quality solution for creating high-resolution images for a variety of print, illustration and broadcast projects.

In addition to customer demonstrations, Luxology's President and Co-founder Brad Peebler will participate in a session about HDRI (high dynamic range imaging) during CGAM.

"modo has completely changed -and improved- the way I conceptualize and create content for our web and print advertising work," said Chris Morris, CGI Director of Schawk/Giannini Creative in Chicago. "With its intuitive, artist-friendly workflow and powerful range of tools, modo offers an end-to-end solution for creating exceptional print CGI work."

Eric Tobiason, CGI Director of Alter, concurred with that assessment. "modo is poised to become the leading image generation software for print and advertising," he observed.

"We are thrilled to showcase our customers' incredible talent during the CGAM show," said Brad Peebler of Luxology. "CGI is gaining tremendous momentum among artists in the advertising and marketing industries, and we can't wait to show the CGAM audience how our customers are using modo to create mind-blowing work with uncompromising image quality."

More Information at www.luxology.com. Image Courtesy of Maciej Frolow