



# GET THE MOST OUT OF 3DS MAX WITH NVIDIA GPUs.

Image courtesy of Delta Tracing Srl.

## SEE YOUR DESIGNS AS QUICKLY AS YOU ENVISION THEM.

The NVIDIA® iray® renderer used in 3ds Max provides 3D artists with intuitive means for **creating images that rival photographs**—in a fraction of the time of traditional workflows. Use materials and lights that correspond and react like those in the physical world to quickly bring your visions to life, rather than juggling a variety of computer graphics controls to merely approximate it.

Experience edits immediately as you adjust and perfect your camera, lighting, materials, and geometry with the ActiveShade interactive rendering window in 3ds Max. The iray renderer takes full advantage of your graphics cards, so the more GPUs you have, the faster your renders will be.

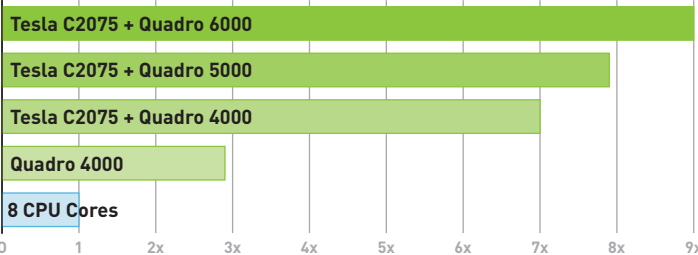
Now, you can render up to 9x faster using **NVIDIA Maximus™ technology**—while still working in all your other apps<sup>1</sup>. This makes creating expensive and time-consuming physical prototypes and photo shoots a thing of the past.



Create stunning photorealistic renderings using 3ds Max and NVIDIA GPUs. | Image courtesy of Jeff Patton

### 3DS MAX BENCHMARK RESULTS

Relative Performance Scale vs 8 CPU Cores



## Find out what the experts are saying.

“With the introduction of...NVIDIA Maximus, I think we have finally achieved both ‘quality’ and ‘speed’. This new technology enables CLEAT and a client to carry out business smoothly by communicating with each other while viewing the same picture and changing colors and viewing angles. And because the NVIDIA Maximus environment dramatically decreases rendering time, the fees charged to clients can be reduced. Lower fees mean that clients can place more orders until they obtain accurate images that suit their needs.”

— **Kensuke Yamashita, President of Cleat**

“With iray, our customers see what they’re going to get - the lighting, textures, color, perspectives. Everything is lifelike.”

— **John Chipman, AIA, Chipman Design and Architecture**

“Previously, rendering an image took 40 minutes, so it might take a whole day of test images to produce something we could show to a client. Now it only takes 15 minutes and we can do test images in about 10 seconds. We can do multiple tests, a fully rendered image and get client approval in half the time. It will take us a month or two to recoup our investment in the NVIDIA system.”

— **Dionissios Tsangaropoulos, founder/CEO of Delta Tracing**

“With photorealistic renderings we create articles that would be impossible or prohibitively expensive to build in the real world. We can reuse the same background with different furniture, change the materials of the background set, and sell products before even a prototype exists, which provides better numbers for production.”

— **Dionissios Tsangaropoulos, founder/CEO of Delta Tracing**



**Built For Professionals:** Autodesk and NVIDIA collaborate closely on product development to deliver a reliable user experience, so everything will perform just the way you expect from day one. Quadro graphics solutions are engineered, built, and tested by NVIDIA to provide you with the performance and reliability you need, whenever you need it. And with a three-year warranty, plus direct support from NVIDIA, Quadro solutions ensure the highest standards of quality, delivering industry-leading performance, capabilities, and reliability.

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For more information, including real life success stories, visit [www.nvidia.com/autodesk](http://www.nvidia.com/autodesk)

<sup>1</sup> Test consists of a collection of hard-surface objects rendered outdoors in 3ds Max with iray 1.2 comparing an NVIDIA Tesla C2075 and the indicated Quadro GPU with the CPU relative to an Intel 3ghz x5570 Xeon CPU with eight cores rendering. ECC has been turned off for all GPUs. Values shown are percent increase in render speed relative to CPU.

