

# NVIDIA RTX Ray Tracing-Accelerated Applications Available to Millions of 3D Artists and Designers This Year

## Top Design and Rendering Tools from Adobe, Autodesk, Dassault Systèmes, Epic, Unity and More to Feature NVIDIA RTX in 2019 Product Releases

GPU Technology Conference -- NVIDIA today announced that the world's top 3D application providers -- makers of the most important tools for design and content creation -- have adopted [NVIDIA RTX™ ray-tracing technology](#) in their upcoming product releases.

NVIDIA RTX brings their customers -- over 9 million active artists and designers -- breakthroughs such as the ability to interact with complex models and scenes with ray-traced lighting, the industry's fastest speed of rendering photorealistic images, and new AI-based capabilities to speed the production process.

"When you're designing a building or bringing a character to life for your movie, the ability to visualize your creation with correct lighting and accurate materials rather than a low-resolution approximation dramatically improves your workflow," said Greg Estes, vice president of Developer Programs at NVIDIA. "We're thrilled with the broad industry adoption of NVIDIA RTX, which speaks volumes on how real-time ray tracing is transforming the 3D market."

NVIDIA RTX is built on the NVIDIA Turing™ GPU architecture, which features RT Cores, the industry's first on-GPU hardware designed specifically for ray tracing, and Tensor Cores for AI acceleration. Launched at SIGGRAPH 2018, in less than a year NVIDIA RTX has gained support from some of the world's leading software providers.

"Pixar artists already rely on NVIDIA ray tracing, and RTX more than doubles the performance they will see. We're excited to use RTX on our upcoming films," said Steve May, CTO of Pixar Animation Studios.

"RTX technology is a game changer for our architectural visualization pipeline," said Gamma Basra, partner and head of Visualization at Fosters+Partners. "We can iterate options to ascertain the optimal design in real time without the need to wait hours for the render to come back."

### Why Ray Tracing Is Important to Artists and Designers

Ray tracing simulates the behavior of light in the physical world. It has been too computationally intensive to be practical for artists to use in viewing their creations interactively. This has forced them to compromise, viewing a low-fidelity visualization while creating and not seeing the final correct image until hours later after rendering on a CPU-based render farm.

Now, instead of working with low-res approximations, NVIDIA RTX technology allows artists and designers to interact with ray-traced images that can be indistinguishable from photographs or interact with complex models in real time. With the unprecedented 3D application support for RTX technology, and availability of NVIDIA RTX GPUs in the cloud, in the data center and on the desktop, creators can get optimal performance in any studio workflow.

Leading visual effects studios are among the first to see the value of NVIDIA RTX. ILM, Image Engine, MPC Film and Weta Digital are at the forefront of bringing this new capability to artists.

For architects and product design professionals who need absolute realism to understand lighting conditions and how different materials will affect the look of a design, adding accelerated ray tracing to their preferred software applications can have a profound impact. Leading companies working with RTX include Cannon Design, Foster & Partners, Kohler and KPF.

The first software providers debuting acceleration with NVIDIA RTX technology in their 2019 releases include:

- Adobe Dimension & Substance Designer
- Autodesk Arnold & VRED
- Chaos Group V-Ray
- Dassault Systèmes CATIALive Rendering & SOLIDWORKS Visualize 2019
- Daz 3D Daz Studio
- Enscape Enscape3D
- Epic Games Unreal Engine 4.22
- ESI Group IC.IDO 13.0
- Foundry Modo
- Isotropix Clarisse 4.0
- Luxion KeyShot 9
- OTOY Octane 2019.2
- Pixar Renderman XPU
- Redshift Renderer 3.0
- Siemens NX Ray Traced Studio
- Unity Technologies Unity (2020)

Read what these [partners and customers are saying about NVIDIA RTX](#).

### Availability

NVIDIA RTX technology is available from every major cloud provider, workstation and server manufacturer, system builder, and authorized distribution partner

around the world. Developers can leverage the benefits of RTX through multiple APIs, including NVIDIA OptiX™, Microsoft DXR and NVIDIA VKRay.

**About NVIDIA**

[NVIDIA](#)'s (NASDAQ: NVDA) invention of the GPU in 1999 sparked the growth of the PC gaming market, redefined modern computer graphics and revolutionized parallel computing. More recently, GPU deep learning ignited modern AI — the next era of computing — with the GPU acting as the brain of computers, robots and self-driving cars that can perceive and understand the world. More information at <http://nvidianews.nvidia.com/>.

Certain statements in this press release including, but not limited to, statements as to: the availability of NVIDIA ray-tracing applications by year end; the benefits, performance and abilities of NVIDIA RTX and ray-tracing technology; the application and software providers and Hollywood studios debuting and adopting NVIDIA RTX in 2019; the rate at which RTX improves performance and excitement to use it; the availability of NVIDIA RTX technology from major cloud providers, workstation and server manufacturers, systems builders and distribution partners; and adoption of RTX technology by the world's leading design and creation applications along with leading customers in a variety of industries are forward-looking statements that are subject to risks and uncertainties that could cause results to be materially different than expectations. Important factors that could cause actual results to differ materially include: global economic conditions; our reliance on third parties to manufacture, assemble, package and test our products; the impact of technological development and competition; development of new products and technologies or enhancements to our existing product and technologies; market acceptance of our products or our partners' products; design, manufacturing or software defects; changes in consumer preferences or demands; changes in industry standards and interfaces; unexpected loss of performance of our products or technologies when integrated into systems; as well as other factors detailed from time to time in the most recent reports NVIDIA files with the Securities and Exchange Commission, or SEC, including, but not limited to, its annual report on Form 10-K and quarterly reports on Form 10-Q. Copies of reports filed with the SEC are posted on the company's website and are available from NVIDIA without charge. These forward-looking statements are not guarantees of future performance and speak only as of the date hereof, and, except as required by law, NVIDIA disclaims any obligation to update these forward-looking statements to reflect future events or circumstances.

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