



Tag Games Uses Autodesk 3ds Max Software for "Funpark Friends" 3D Mobile Game

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3DWorkflow Helps Create Eye-Catching Graphics to Attract Gamers

SAN RAFAEL, Calif., Sep 27, 2011 (BUSINESS WIRE) --

[Autodesk, Inc.](#) (NASDAQ:ADSK), announced that [Tag Games](#) used [Autodesk 3ds Max](#) modeling, animation and rendering software to create striking 3D environments for "Funpark Friends", a new build-your-own theme park simulator game for iPhone and iPod Touch mobile digital devices. "Funpark Friends" incorporates eye-catching 3D elements that help the game stand out from other games on the market.

Developing games with a 3D workflow helps smaller studios like Tag Games attract attention in a competitive market. "Many people still download or buy a game based on a screenshot. They are judging your game on one static screenshot, and 3D makes a much bigger impact than 2D," said Paul Farley, managing director, Tag Games.

"Our primary concern is standing out in our field, while maintaining tight budgets and a small, but highly efficient team. The answer was to move towards 3D gaming," added Stewart Graham, head of game art, Tag Games. "3ds Max was the obvious tool for us. It's a reliable application that offers everything we need in a single package. 3ds Max has never failed to deliver for us."

Tag Games designers used 3ds Max to shape and create the distinct visual design of "Funpark Friends". "We were going for a recognizable, plastic toy look that players could experience in a 3D environment," said Martin McGregor, game artist, Tag Games. "3ds Max offered the flexible toolset we needed to accomplish this. Features like TurboSmooth made it easier to get the exact look we wanted for the game."

"We are seeing a growing trend of mobile, social and casual game developers adopting 3D workflows," said Marc Stevens, vice president, Autodesk Games. "Games like 'Funpark Friends' are a great example of the high quality you can achieve with 3D software. It's these more impactful, 3D visuals that grab the consumer's eye and help games stand out in the crowded mobile game market."

Watch the [Tag Games video profile](#) on the [Autodesk YouTube channel](#) to learn more about how the company is using 3ds Max software to develop fun and eye-catching mobile and social games.

About Autodesk

Autodesk, Inc., is a leader in [3D design](#), engineering and entertainment software. Customers across the manufacturing, architecture, building, construction, and media and entertainment industries -- including the last 16 Academy Award winners for Best Visual Effects -- use Autodesk software to design, visualize and simulate their ideas. Since its introduction of AutoCAD software in 1982, Autodesk continues to develop the broadest portfolio of state-of-the-art software for global markets. For additional information about Autodesk, visit www.autodesk.com.

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