Allegorithmic Substance Air Now Available

Procedural Texturing Middleware Reduces Download Size, Boosts Productivity and Offers Unparalleled Visual Content

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With more games moving online and digital distribution becoming an increasingly important business strategy for publishers, improving visual quality and allowing user-generated content while containing client size and broadening the audience has become a critical challenge. Allegorithmic, an emerging 3D technology company developing advanced texturing tools for real-time 3D content creation, is filling this immediate market need through the worldwide availability of Substance Air.

A new texturing middleware poised to redefine the development and distribution of rich content for online, retail and downloadable games (MMOs, Free2Play and XBLA/PSN), Substance Air was created to help game developers generate and customize assets that are lightweight, dynamic and infinitely versatile.

"Substance Air was specifically designed with both the game developer and end user in mind," said Dr. Sebastien Deguy, founder and CEO of Allegorithmic. "Not only does Substance Air offer high-quality texture generation in a few kilobytes, these textures can easily be modified for the players, allowing for some of the most advanced user-generated content appearing in games today."

In addition to the ability to generate detailed graphics that fit in a few kilobytes and a procedural base that allows developers to create an infinite number of variations within a given game, Substance Air also offers an exciting hybrid approach to creating textures that allows customers to easily mix procedural maps together with SVGs and bitmaps.

"From a technical artist's standpoint, dynamic textures offer a tremendous amount of creativity without the constraint of rewriting shaders every time," says Fred Moreau, a Substance Air beta tester from Veloce Interactive. "In short, Substance Air, with its non-linear approach, finds no match in the industry."

More information at www.allegorithmic.com. Image and Video Courtesy of Allegorithmic.