alg allegorithmic

Substance for Tegra 3

Dynamic Texturing for Next Gen Mobile

March 2012

GDC 12

Copyright @ 2003-2011 Allegorithmic. All rights reserved.

Agenda

1. Allegorithmic in a nutshell
2. Substance: the smart texturing toolbox
3. Test case: Shadowgun by Madfinger games

Copyright @ 2003-2011 Allegorithmic. All rights reserved.

From the lab to the shelves

- Founded in 2003
- Bringing PhD work to the market
- Patented technologies for procedural texturing
- 25 people
  - R&D team: talented geeks
  - In-house studio (QA, testing, demos, production)
  - Dedicated support team
- Based in France, California, China and South Korea

Copyright @ 2003-2011 Allegorithmic. All rights reserved.

10 000+ users, 1000+ licensees, +10% every month

MMO developers

Console/serious/VFX

Criterion games

Microsoft game studios

codemasters

BIGPOINT

Disney Interactive Studios

CAPCOM

NASA

WEBZEN

SEGA

ReadyAtDawn studios

Tencent 腾讯

Copyright @ 2003-2011 Allegorithmic. All rights reserved.

Substance has been licensed by trendsetters of the industry

Allegorithmic's Substance For

Focus

Autodesk

FLAME®

Design-Viz / Games / VFX

DASSAULT SYSTEMES

CATIA

3dvia

Industrial Design / Web

NVIDIA

Next gen Smartphones

unity

Web 3D – Mobile 3D

GDC 12

alg allegorithmic

Copyright @ 2003-2011 Allegorithmic. All rights reserved.

Agenda

1. Allegorithmic in a nutshell
2. Substance: the smart texturing toolbox
3. Test case: Shadowgun by Madfinger games

Copyright @ 2003-2011 Allegorithmic. All rights reserved.

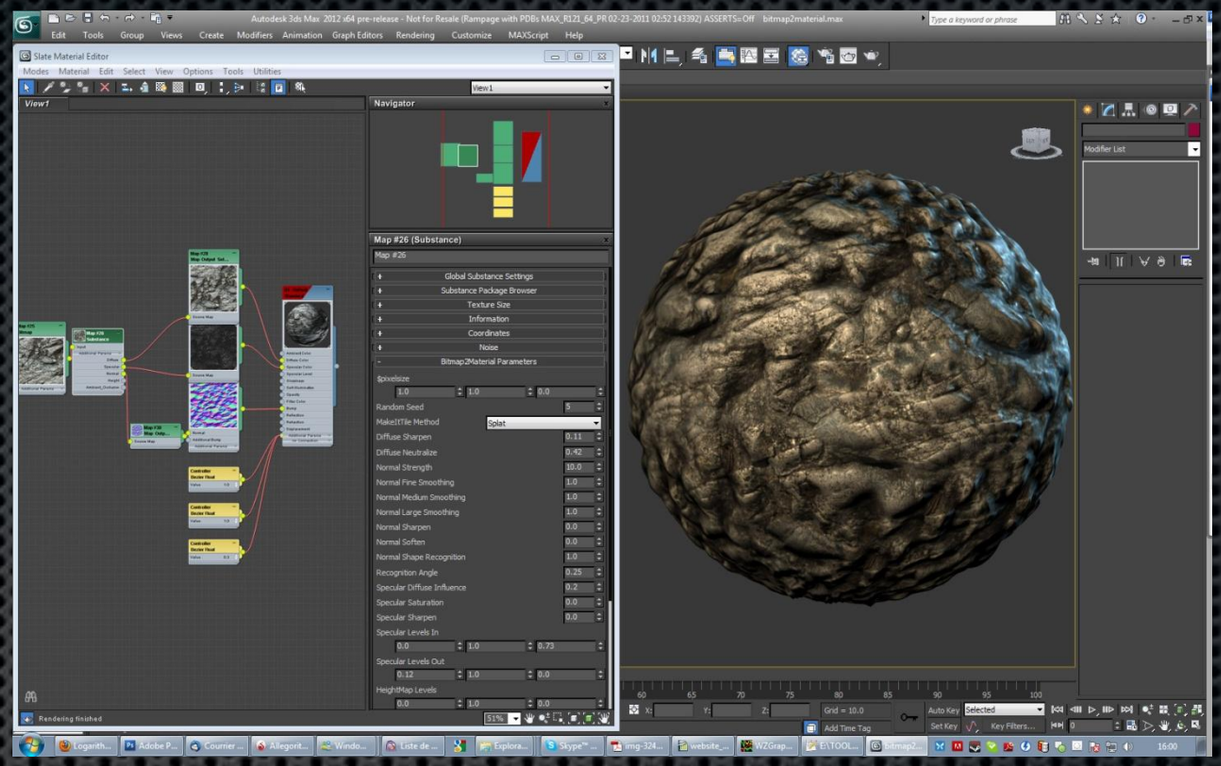
3 main benefits of Substance for Unity users

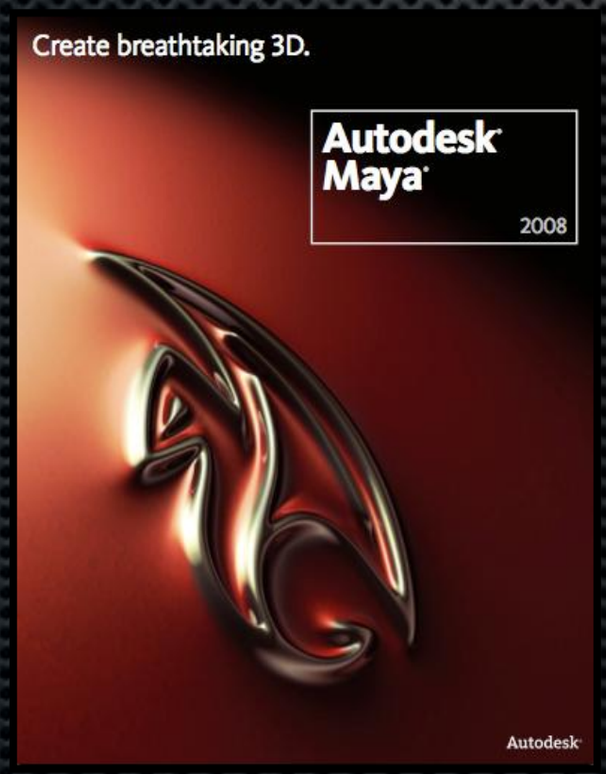
1. Save production time
2. Shrink down download size
3. Dynamic effects at runtime

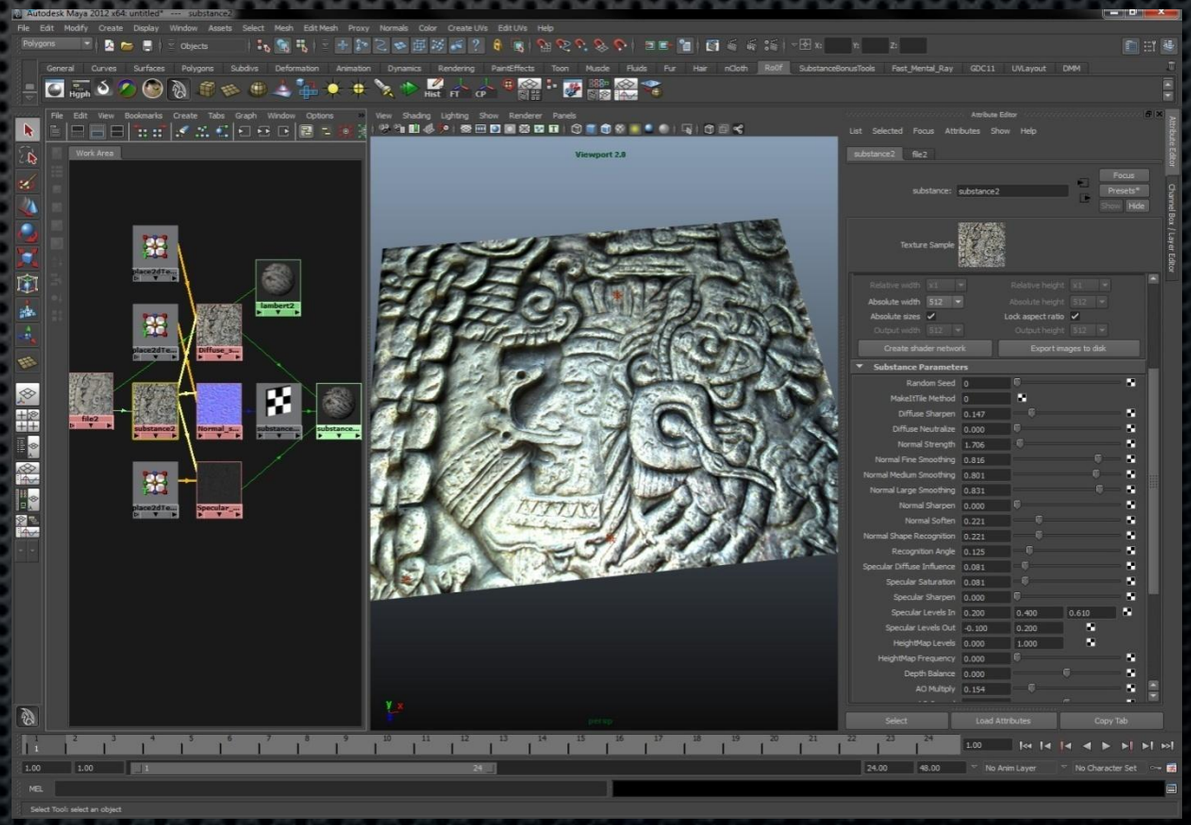
(Allegorithmic) Substance abuse can do you good!

Copyright @ 2003-2011 Allegorithmic. All rights reserved.

A new standard: integrated by default in 3DS Max/Maya 2012







Copyright @ 2003-2011 Allegorithmic. All rights reserved.

A new standard: integrated in most 3D game engines

Integrated by default in

Plugins available for:

Copyright @ 2003-2011 Allegorithmic. All rights reserved.

Access to 700+ Substance presets on the Assetstore

Copyright @ 2003-2011 Allegorithmic. All rights reserved.

The “Airstream” demo – Dynamic texturing within Unity

- **2MB instead of 20MB scene** = 10x faster to download and to launch within Unity Webplayer
- **Real time dynamic texturing**: from shine and clean to old and dirty: the power of runtime texture generation

Copyright @ 2003-2011 Allegorithmic. All rights reserved.

User case – Dynamic weathering with The Gunsmith

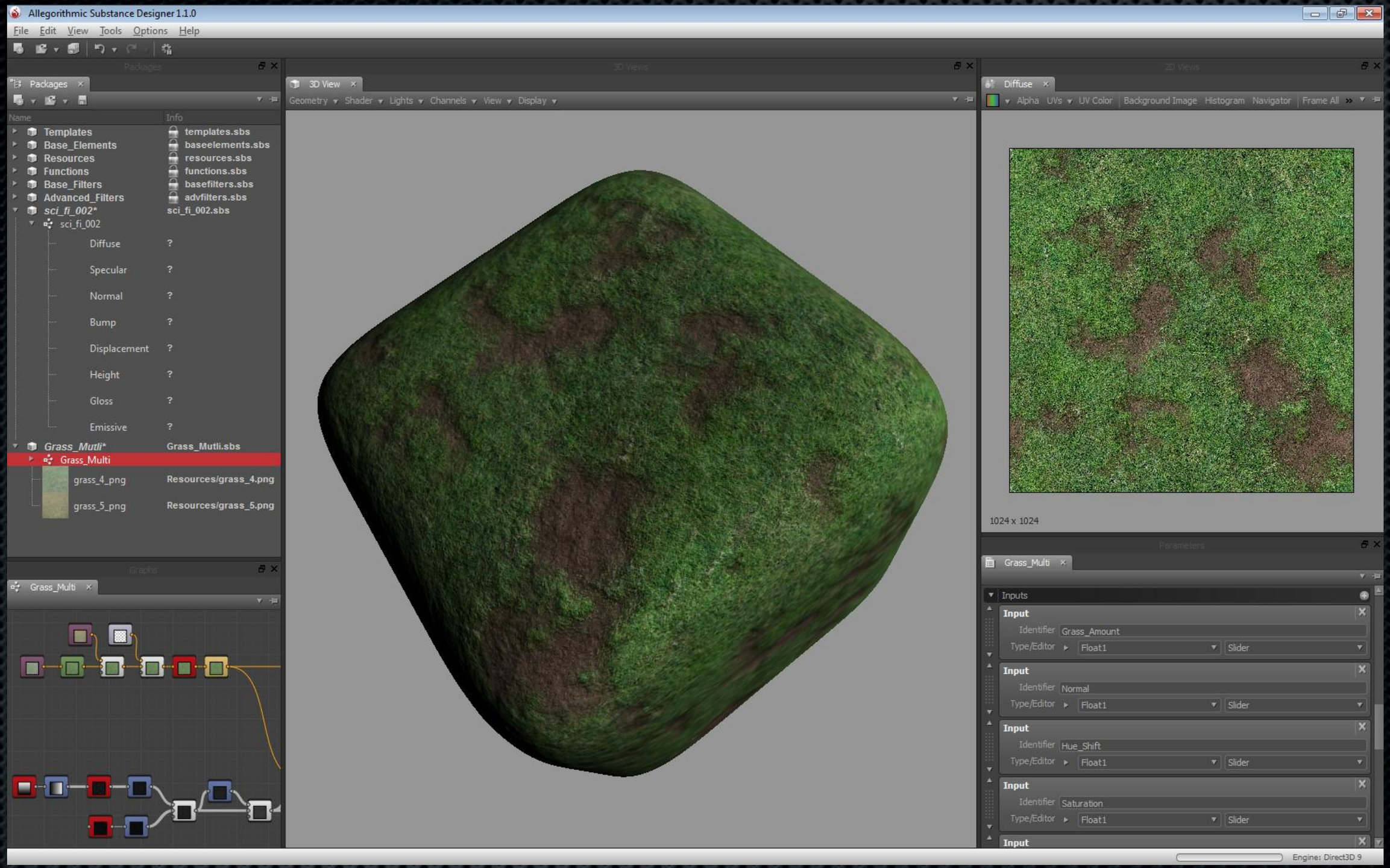
- **Quality boosting:** Runtime generation of normal maps
- **Runtime weathering effects:** No GPU used, no shader used, no additional textures stored
- **Productivity boosting**: Created using a Substance smart filter: less than 1 day to implement it

Copyright @ 2003-2011 Allegorithmic. All rights reserved.

Why using procedural textures: Unleash true User Generated Content

Copyright @ 2003-2011 Allegorithmic. All rights reserved.

Substance Designer: the material processing tool



Copyright @ 2003-2011 Allegorithmic. All rights reserved.

Substance Designer: Texture Compositing for 3D

Mix materials in a non linear way to produce complex maps

Copyright @ 2003-2011 Allegorithmic. All rights reserved.

Agenda

1. Allegorithmic in a nutshell
2. Substance: the smart texturing toolbox
3. Test case: Shadowgun on T3 by Madfinger games

Copyright @ 2003-2011 Allegorithmic. All rights reserved.

Shadowgun by Madfinger Games – Dynamic texturing on Tegra 3

- **No change in the pipeline**
- **No framerate hit**
- **Only using the 2 additional CPUs from Tegra 3**

Copyright @ 2003-2011 Allegorithmic. All rights reserved.

Special offers for GDC attendees

Substance Designer 2.5 + Bitmap2Mateiral + 250 sbs

620 USD instead of 1600 USD

Come get your discount coupon and meet the Allegorithmic team

North Hall Booth # 1542

Copyright @ 2003-2011 Allegorithmic. All rights reserved.

Contact us

Alexis KHOURI
VP Strategy & Sales
alexis.khouri@allegorithmic.com
Cell : +33 6 79 78 38 28

Dr Sebastien DEGUY
Founder & CEO
sebastien.deguy@allegorithmic.com
Cell : +33 6 80 47 14 45

allegorithmic

Smart texturing technology

www.allegorithmic.com

Copyright @ 2003-2011 Allegorithmic. All rights reserved.