



REDSHIFT

SUBSCRIPTIONS NOW AVAILABLE

Cutting-edge Technology and Performance Requires Agile Development and Delivery

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Redshift Now Available as Subscription

Friedrichsdorf, Germany – August 30, 2021 – Maxon, developers of professional software solutions for motion designers and visual effects artists, today announced that Redshift, the company’s blazingly fast GPU rendering product, is now available as a subscription product. Designers using Redshift with Maxon’s Cinema 4D, Autodesk Maya, Autodesk 3ds Max, SideFX Houdini, Foundry Katana and Blender can now get started with Redshift or add additional render power for half the price.

Offering Redshift via Subscription powers ongoing development and work to maintain compatibility with multiple DCC applications and hardware platforms, including Nvidia’s CUDA, Apple Metal and Apple Silicon. Redshift’s

functionality and performance is fully dependent upon third-party hardware and software solutions. In order to maintain compatibility with the latest hardware, drivers and host application updates our Redshift development team is constantly updating, optimizing and ensuring stability. In order to provide the best customer experience, Maxon believes all customers should be running on the latest version.

Subscription pricing is comparable to the former Annual Maintenance cost. New customers and existing customers who want to expand their license counts will enjoy the new initial subscription pricing. Sale of perpetual licenses has been discontinued, but existing Annual Maintenance Agreements will of course be serviced and are renewable up to August 31, 2023.

Teams subscriptions are available for larger workgroups at an additional cost. These include dedicated training and support as well as online management and distribution of licenses via the Teams Dashboard. Teams Floating and RLM floating license models are also available.

Redshift customers with questions are encouraged to visit the [Redshift subscription FAQ](#) or [contact our sales and support teams](#).

About the Nemetschek Group

The Nemetschek Group is a pioneer for digital transformation in the AEC/O industry. With its intelligent software solutions, it covers the entire lifecycle of building and infrastructure projects and guides its customers into the future of digitalization. As one of the leading corporate groups worldwide in this sector, the Nemetschek Group increases quality in the building process and improves the digital workflow of all those involved in the building process. Customers can design, build and manage buildings more efficiently, sustainably and resource-saving. The focus is on the use of open standards (OPEN BIM). The portfolio also includes digital solutions for visualization, 3D modeling, and animation. The innovative products of the 15 brands of the Nemetschek Group in the four customer-oriented segments are used by approximately six million users worldwide. Founded by Prof. Georg Nemetschek in 1963, the Nemetschek Group today employs more than 3,000 experts.

Publicly listed since 1999 and quoted on the MDAX and TecDAX, the company achieved revenue amounting to EUR 596.9 million and an EBITDA of EUR 172.3 million in 2020.

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