



***Piranesi 2010 Pro and Piranesi 2010 Lite aren't just painting tools – they are difference makers.***

*Piranesi 2010* not only converts your 2D and 3D designs into breathtaking presentation images for clients and prospects alike, but expresses your team's creative and professional abilities with maximum dramatic impact.

Anyone who has presented an initial design concept understands the power of the artist's impression. At the early stages of a project, where specifications are limited and it's simply not possible (or even desirable) to present detailed treatments, *Piranesi* can and does work wonders.

*Piranesi*'s unique ability to generate stylish and atmospheric illustrations, with a truly hand-painted feel, sets it apart from other visualisation tools. In your hands, *Piranesi* will produce subtle and emotive impressions which allow the creative idea to shine, drawing the focus to the key elements of the design proposal.

*Piranesi 2010* doesn't need a heavily-detailed source model that was time-consuming to produce - you can rapidly create stunning images even from simple models. At the later stages of your project, after your initial concepts have been approved, *Piranesi* is used to produce finished visuals (either photorealistic or non-photorealistic) for distribution to all parties involved, or for competition submission.

*Piranesi 2010* is unlike any other painting application. Designed to work in conjunction with all popular AEC 2D and 3D modellers, it has the ability to 'remember' the dimensional information from your model. This enables you to paint freely whilst locking to a single material (removing the need to generate masks), and also paint with textures in perfect perspective. By remembering the depth dimension from the original 3D model, *Piranesi* allows you to place cutouts with automated scaling in relation to both your original model image, and other placed entourage elements. *Piranesi* even allows you to place cutouts behind your model (e.g. trees behind a building) and applies automatic masking to the placed cutout.

Quick, simple and stress free.

From here, we simply and eloquently let the *Piranesi* Gallery at [www.piranesi.co.uk](http://www.piranesi.co.uk) do the talking!

***Piranesi 2010 Pro***

As the name portrays this is the all encompassing version of *Piranesi 2010*. Although fully loaded with the tools needed to tackle the largest and most complex of projects, and based on new layering technology, it still remains highly competitively priced by the clever use of a range of multi-user, term and enterprise price-point options that mirror the needs of a vast array of different business models. Included in these price are two massive raster "Entourage" galleries, twelve months upgrade and email support cover, a private *Pro* Forum, 3D glasses for viewing the amazing new 3D Anaglyph Images, and a choice of 64 or 32 bit Windows or 32bit Mac implementations.

***Piranesi 2010 Lite***

*Lite* only in name and by price, this product contains all the functionality that was found in the full blown 2009 version of *Piranesi* (*Piranesi 5.1*). And to further bring *Piranesi 2010 Lite* to its staggeringly low entry price-point the two raster entourages have now become optional selections for the product. Available as a 32bit implementation this product will now make the "Piranesi Experience" affordable to the smallest of businesses.