

News Tracer

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COLUMN ONE

Own Your Digital Earth Mosaic Enhanced Compressed Wavelet Technology

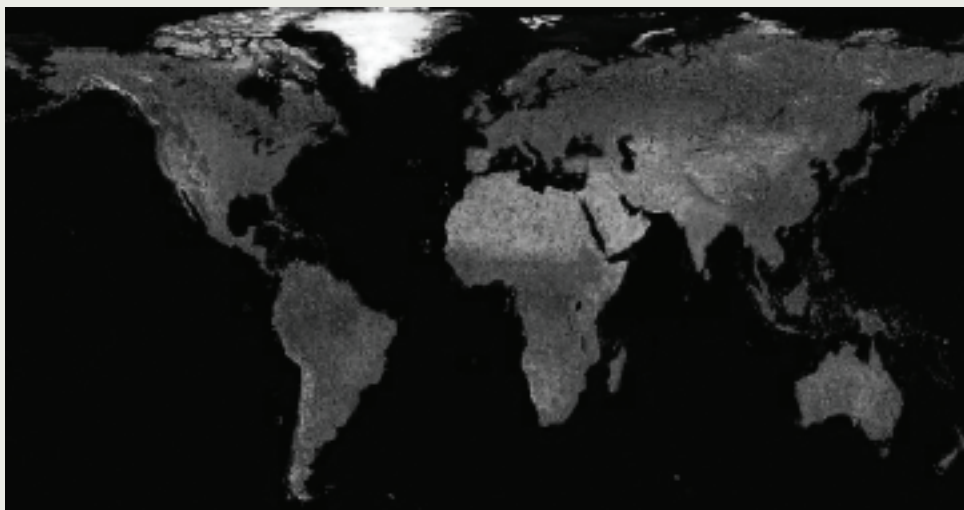
By Lucinda Abbott
Production Manager

WEST HOLLYWOOD, CA - WavGen Inc together with Terratracer is offering a large assortment of geodata. "Our image processing team has been working for over a decade now on a complete and seamless digital earth," says Mr Mohnen, President & CEO of WavGen Incorporated.

Together with the software middleware called WavGen Terramapper Pro, which allows the user to load, model, and render enormous UV maps and textures in Lightwave, Softimage XSI, Maya, and 3D Studio Max, with 100% third party tools, plugins, and render engine support, clients are able to animate extremely high quality resolutions of the digital earth efficiently and seamlessly.

The technology behind this fascinating new offering is ERDAS' enhanced compressed wavelet (ECW). WavGen Incorporated has spearheaded 3D terrain visualizations and has maintained a large customer base following strict SDK requirements via the AutoDesk Developer Network (ADN). AutoDesk now owns all software in the field of very high-end 3D animation and rendering. These include AutoDesk Maya, AutoDesk XSI, AutoDesk 3D Studio Max, and a variety of CAD programs such as AutoCad, Revit, Map3D, an AutoDesk LandExplorer, to name just a few. WavGen has ensured that Plugins and Tools exist to support these workflows and pipelines.

As a middleware software house, WavGen has also guaranteed the support of the ECW technology in these afore mentioned packages by adhering to strict calls within the ERDAS ECW/JPEG2000 SDK. Therefore bridging the AutoDesk community with the ECW tech. "Through project work between 1999-2009,



THE WHOLE EARTH COMPRESSED: *A GIS and Mapping software company presents the complete earth mosaic of 8500 Landsat Enhanced Thematic Mapper 7 scenes with a 15m ground resolution and a matching 30m digital elevation file for under \$10,000 / seat.*

we have amassed quite a lot of geospatial data and information," says Mr Mohnen. These projects include the Tour de France 3D work between 1999-2009, but also several creative productions like the IMAX Film "Safari 3D", the IMAX film "Wired to Win", ABC prime reality show "Global Extremes - Four Runners of Adventure", a Daimler Chrysler special event and TV commercial series around the C-Class, and geospatial data in Game Productions with SONY Computer Entertainment of America. "We not only produce high quality 3D terrain graphic animations, and visual effects for TV, Entertainment, and large format Film, we also supply our clients and studios with software to visualize these types of animations," says Mr Mohnen. The WavGen Terramapper Pro is now used by over 500 clients spanning this very entertainment vertical, but is also implemented in such industries as Architectural Renderings, GIS and Remote Sensing visualizations, and defense mapping communities.

With WavGen's business model effectively complete via a large variety of processed data and imagery, such as the Digital Earth at 15m ground resolutions and with a middleware solution poised between AutoDesk and ERDAS, the field of very high-end 3D graphics is now very much affordable and manageable for a variety of end users.

Whether you are (1) simply in need of geospatial images or a complete world image mosaic, or (2) in need of software middleware to render very high end 3D terrain animations, or (3) interested in producing high end 3D terrain graphics via www.terratracer.com, WavGen Inc is your very best bet.

ENTERPRISE WavGen Pro \$660 / seat
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