

LEADING TOOLS AND SYSTEMS PROVIDERS PUT POWERVR INSIDER TOOLS IN OWN OFFERINGS

Imagination Technologies – the leader in mobile and embedded graphics technologies – is working with partners from its PowerVR *Insider* ecosystem programme to facilitate development tools and SDKs with which are enabling a revolution in mobile and embedded 3D content.

Elements of the PowerVR Insider SDKs are being employed in: Acrodea's XFORGE, Electronic Arts' RenderWare SDK, Elements Interactive EDGE 3.0, Futuremark's 3DMarkMobile ES 2.0, Ideaworks3D's Airplay game development SDK, Khronos' conformance tests, NOKIA SDKs, Notorious Solutions' game engine, NetDimension's MatrixEngine, Sony Ericsson's UIQ 3.0 SDK and Texas Instruments' SDKs.

Says Tony King-Smith, VP marketing, Imagination Technologies, "PowerVR *Insider* exists to support the industry in the creation and delivery of groundbreaking content, and we are delighted that as part of that remit it is helping to enable class leading tools, middleware and SDKs from some of the most significant companies in the industry."

Created to promote and endorse excellence at all levels of the mobile and embedded graphics ecosystem from silicon providers to games developers PowerVR *Insider* is the comprehensive community for leaders in 3D device and content development.

The PowerVR *Insider* SDKs are world class tool chain addressing every step of the application development flow for leading APIs such as OpenGL ES 1.0, OpenGL ES 2.0 and OpenVG. PowerVR Insider is the only SDK programme already offering full support for OpenGL ES 2.0. The comprehensive PowerVR Insider SDKs include Tutorials, Source Code, Documentation, Extensions Specifications, Platform Abstraction Framework and a powerful and extensive Tools Library.

The SDKs also provide extensive support for 3rd party content creation tools including Autodesk 3DStudioMAX, Autodesk Maya, Adobe Photoshop and Adobe Illustrator.