

**SideFX Becomes a Unity Technologies Verified Solutions Partner –  
Leading to an Even Tighter Relationship with the Real-time 3D Development Platform**

**TORONTO: June 20, 2019** - SideFX, developer of Houdini – the leading procedural generation software – announced today it is now a Unity Technologies Verified Solutions Partner, forming an even deeper integration between the two software platforms.

“By becoming a Verified Solutions Partner with Unity Technologies, we’re formalizing our relationship with one of the world’s leading creative platforms,” said Richard Hamel, VP of Sales & Marketing, SideFX, “We want to deliver the best possible user experience to the Houdini and Unity artist communities, and this is one way to push forward on that front.”

Bill Roberts, General Manager, Film at Unity Technologies says, “As the tools for storytelling across all consumer channels continue to evolve and expand, it’s important for industry-leading technologies to work seamlessly together. Enabling artists to stay focused on the creative task at hand is at the core of connecting companies and products in our Verified Solutions program; We’re very excited to further the bond between Houdini and Unity as cooperative platforms for 3D creation.”

In 2015, SideFX launched the Unity plug-in for Houdini Engine – providing Unity artists with the ability to use Houdini assets directly within Unity. Since then, artists and studios large and small have been using the two platforms in parallel to leverage Houdini’s procedural workflows in the Unity environment.

In Houdini, all geometry and its associated information are stored in ‘nodes’, which are wired together into networks. These networks become a flow of data, and allow artists to make changes at any stage in the network at any time. Networks can be wrapped up into single nodes called Houdini Digital Assets, which can be shared with colleagues and – in conjunction with Houdini Engine – loaded into other 3D apps, including Unity. Any parameters added to the asset are available for editing, and handles can be set up in the viewport for interactive manipulation. Changes made to the core asset, even deep into production, can update all instances of the asset.

Today’s announcement that SideFX is becoming a Unity Technologies Verified Solutions Partner means that the two companies will continue to work closely to ensure the two platforms work seamlessly together as they each continue to innovate and evolve.

## About Houdini

Houdini's comprehensive feature set includes: modeling, rigging, animation, particle effects, dynamics, compositing, integrated rendering, and more. All Houdini applications work together seamlessly and are available for the Mac OS X, Linux and Windows operating systems.

Houdini has been used to create stunning digital animation in many of the world's top games and VR/AR/MR experiences, including: *Sea of Thieves*, *Spider-Man*, *Ghost Recon: Wildlands*, *Battlefield 1*, *Gears of War 4*, *Mafia III*, *Suki and the Shadow Klaw*, *Killzone: Shadow Fall*, and *Uncharted 4: A Thief's End*. Houdini has also been used in blockbuster films and TV shows, including *Avengers: Endgame*, *Spider-Man: Into the Spider-Verse*, *Game of Thrones*, *Captain Marvel*, *Ant-Man and the Wasp*, *Ralph Breaks the Internet*, *Dumbo*, *Zootopia*, *Moana*, *Finding Dory*, *Kubo and the Two Strings: Water Effects*, *Mad Max: Fury Road*, *Big Hero 6*, *The Book of Life*, *Captain America: Civil War*, *Harry Potter*, *The Lord of the Rings*, and more.

## About SideFX

Established in 1987, SideFX is a world leader in the development of advanced 3D animation and visual effects software for use in film, TV, commercials and video games. SideFX has been recognized four times with Scientific and Technical awards from the Academy of Motion Picture Arts and Sciences, including an Oscar statue in 2018. SideFX was also awarded with a Technical Emmy for its Crowds toolset in 2019.

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