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## **BOOMER LABS RELEASES MAX2AE VERSION 2.0**

(Kansas City, KS, February 5, 2007) – Boomer Labs announces the release of MAX2AE Version 2.0. Building on the tremendous popularity of their essential production tool that provides a seamless bridge from Autodesk Media and Entertainment’s 3ds max to Adobe’s After Effects, Boomer Labs has expanded MAX2AE to further improve the workflow between these two popular applications.

MAX2AE already supports exporting individual camera, light and helper layer information, and Version 2.0 extends this creative freedom by supporting the export of all of these objects from 3ds MAX into After Effects with a single operation. MAX2AE Version 2.0 also delivers an industry first; importing AE compositions into 3ds max!

These features make MAX2AE a hit with broadcast and production studios. "We've been using Max2AE for a number of years and it is an integral part of our workflow. Anyone who uses Max and After Effects needs this tool in their arsenal," says Dave Thompson at Fox Sports. "Version 2 creates a workflow from 3D to 2D (and back again) that changes the way we think about finishing our productions. MAX2AE’s impact to our workflow and creative output makes it an indispensable tool for our studio."

MAX2AE supports 3ds max 6, 7, 8 and 9 and is compatible with After Effects 6.5 and 7.0 on both Windows and Mac Platforms. Pricing is \$250 USD for the commercial version, with upgrades available to existing users at \$100 USD. During the month of February, Boomer Labs is offering special pricing for both versions.

A free downloadable demonstration version is can be obtained from Boomer Labs at [www.boomerlabs.com](http://www.boomerlabs.com).

For more information about Boomer Labs, including viewing the newly expanded production gallery, please visit <http://www.boomerlabs.com>