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Maxon Announces Redshift for macOS Including Native Support for M1-Powered Macs

Extended Compatibility Provides Powerful Options for 3D Content Creators

Friedrichsdorf, Germany - April 13, 2021 - Today, [Maxon](#) announced the immediate availability of [Redshift](#) for macOS including support for M1-powered Macs as well as Apple's Metal Graphics API. Redshift, the award-winning, production-ready renderer, offers a rich feature set including ray switches, flexible shading networks, motion blur, AOVs, deep output, layered EXR and much more. Unlike other GPU renderers, Redshift is a biased renderer that enables artists to adjust the quality of individual techniques in

order to get the best performance/quality balance for production. As a Universal solution, Redshift is optimized for high-end performance across both M1- and Intel-powered Macs.

Redshift for macOS signifies a milestone, bringing cutting-edge cinematic rendering to Mac artists. And native support for M1-powered Macs means substantial efficiency improvements to workflows, since the integrated graphics in M1 provide a huge increase in graphics performance combined with low power consumption.

“When Redshift joined the Maxon family in 2019, extending support to our user community on the Mac platform was a top priority,” says Maxon CEO, David McGavran. “So we’re thrilled that creatives working in macOS environments can now take advantage of this powerful and flexible GPU-accelerated renderer built to meet the specific demands of contemporary high-end production.”

Early testers of Redshift on macOS have reported some significant performance results. James Rodgers, Director at UK-based [Lunar Animation](#) reported, “We’re seeing some crazy results when rendering with Redshift on Mac Pro. A typical frame from the very effects heavy game cinematic we created for Mythic Legends, an action-packed strategy mobile game by Outfit7, previously took 26 minutes to render per frame. Now it’s rendering in only 58 seconds!”

Redshift for Intel-based Macs will be [available this week](#). Support for M1-based Macs will be made available with the release of macOS Big Sur (11.3). As is typical with Redshift, updates to enhance stability and optimization will be regular and ongoing.

[Supported Host Apps and System Requirements](#)

About Maxon

[Maxon](#) makes powerful, yet approachable software solutions for content creators working in 2D and 3D design, motion graphics, visual effects and visualization. Maxon’s innovative product portfolio helps artists supercharge their creative workflows. Its product lines include the award-winning [Cinema 4D](#) suite of 3D modeling, simulation and animation technology, the diverse [Red Giant](#) lineup of revolutionary editing, motion design and filmmaking tools, and the high-end production, blazingly fast [Redshift](#) rendering

solutions.

Maxon's team is comprised of fun, passionate people who believe in building and empowering a successful artistic community. From its popular, inclusive events to its free [Cineversity](#) educational resources, Maxon recognizes that developing strong connections with creatives and fostering their professional growth is integral to Maxon's ability to stay on top of industry trends and better serve customers.

Maxon is part of the [Nemetschek Group](#).

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About the Nemetschek Group

The Nemetschek Group is a pioneer for digital transformation in the AEC industry. With its intelligent software solutions, it covers the entire lifecycle of building and infrastructure projects and guides its customers into the future of digitalization. As one of the leading corporate groups worldwide, the Nemetschek Group increases quality in the building process and improves the digital workflow of all those involved in the building process. This makes it possible to design, build and manage buildings with greater efficiency, sustainability and environmental compatibility in terms of resources. The focus is on the use of open standards (Open BIM). The portfolio also includes digital solutions for visualization, 3D modeling and animation. The innovative products of the 15 brands of the Nemetschek Group in the four customer-oriented segments are used by approximately six million users worldwide. Founded by Prof. Georg Nemetschek in 1963, the Nemetschek Group today employs more than 3,000 experts.

Publicly listed since 1999 and quoted on the MDAX and TecDAX, the company achieved revenue amounting to EUR 596.9 million and an EBITDA of EUR 172.3 million in 2020.

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