

NABSHOW 2020

RED GIANT · CINEMA 4D · REDSHIFT

MIKE "BEEPLE" WINKELMANN · EJ HASSENFRAZ · CHRIS SCHMIDT
VERONICA FALCONIERI HAYS · SETH WORLEY · PENELOPE NEDERLANDER
KELCEY STEELE · JONATHAN WINBUSH · DANIEL HASHIMOTO · ANGIE FERET
ANDY NEEDHAM · DAVID MCGAVRAN

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Maxon To Host Virtual NAB 2020 on C4DLive.com

Friedrichsdorf, Germany – March 24, 2020 – In light of the cancellation of the 2020 NAB Show next month, [Maxon](#) will be hosting a virtual NAB presence on [C4DLive.com](#) featuring an incredible line-up of presenters. Monday, April 20 through Thursday, April 23, 2020, the artists originally slated to appear in Las Vegas will share production tips, techniques and inspiration featuring Maxon's [Cinema 4D](#), [Red Giant](#) and [Redshift](#) product lines.

For over a decade, at major industry conferences such as NAB, SIGGRAPH, IBC and NAB NY, Maxon has successfully supplemented its physical booth

presence with live streaming presentations. This has allowed show attendees and those unable to attend events in person, to benefit from cutting-edge demonstrations, technology updates and interaction with the guest artists in real-time. In the current unusual situation, Maxon is able to take advantage of more than a decade of experience bringing this show to the community around the globe.

Maxon Virtual NAB Show Experience

Welcome CEO, Dave McGavran, will kick-off the company's virtual NAB Show presence on April 20th, at 8:30am (PST), with the latest news about Maxon's recent merger with Red Giant, recent product releases and exciting new developments.

Live Presentations Guest artists and Maxon team members will appear daily to present real-world tips and valuable production techniques for film, broadcast, video, games, visualization, interactive media, virtual reality, and more.

Presenter Highlights Penelope Nederlander, recently named one of the 10 Women of Title Design, will breakdown her latest end credit animation for *Birds of Prey*, esteemed filmmaker Seth Worley will walk through some of the visual effects shots from his latest short film, *Darker Colors*, Doug Appleton will share the creative processes behind creating the technology for *Spider-Man: Far From Home*, Jonathan Winbush will demonstrate how easy it is to import C4D scenes into Unreal Engine for rendering or VR/AR output, and Veronica Falconieri Hays will share how she builds cellular landscapes and molecular structures in order to convey complex scientific stories. The amazing line-up of artists also includes acclaimed 3D industry influencers Mike "Beeple" Winkelmann, Stu Machwitz, EJ Hassenfratz, Chris Schmidt, Angie Feret, Kelcey Steele, Daniel "Hashi" Hashimoto, Dan Pierse, Andy Needham, and many more.

Additional presenters' info and a live streaming schedule will be available at [C4DLive.com](https://www.c4dlive.com).

Maxon virtual NAB 2020 image available [here](#).

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About Maxon Maxon is a developer of professional 3D modeling, painting, animation and rendering solutions. In January, Maxon and [Red Giant](#) closed a merger of the two companies. The combined company's award-winning [Cinema 4D](#), [Redshift 3D](#) and [Red Giant product line](#) have been used extensively to help create and render everything from stunning visual effects in top feature films, TV shows and commercials, cutting-edge game cinematics for AAA games, as well as for medical illustration, architectural and industrial design applications. Maxon is part of the [Nemetschek Group](#).

Maxon Web Resources

Additional information on Maxon can be obtained as follows:

[Website](#)

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The Nemetschek Group is a pioneer for digital transformation in the AEC industry. As the sole corporate group worldwide, Nemetschek covers the entire life cycle of building and infrastructure projects with its software solutions and guides its customers into the future of digitalization. With intelligent and innovative software solutions, the Nemetschek Group increases quality in the building process and improves the digital workflow of all those involved in the building process. This revolves around the use of open standards (Open BIM). The innovative solutions of the 16 brands in the four customer-oriented divisions are used by around six million users worldwide. Founded by Prof. Georg Nemetschek in 1963, the Nemetschek Group today employs more than 2,800 experts.

Publicly listed since 1999 and quoted on the MDAX and TecDAX, the company achieved a preliminary revenue amounting to EUR 556.9 million and an EBITDA of EUR 165.7 million in 2019.

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