



The developers of ZBrush – an industry-leading and Academy-Award-winning digital sculpting and painting software – have a large global customer base comprising of film studios, game developers, designers, advertisers, illustrators, and scientists.

Dec 15, 2021 09:06 UTC

## **Nemetschek Brand Maxon Announces Agreement to Acquire the Assets of Digital Sculpting and Painting Software Developer Pixologic**

- **Maxon to benefit from industry-leading 3D sculpting and painting expertise**
- **Perfect addition to Maxon's family of content creation tools**

**Munich / Friedrichsdorf, December 15, 2021 – The Nemetschek Group, one of the leading software providers for the construction and media & entertainment industries, today announced that its subsidiary [Maxon](#) has entered into a definitive agreement to acquire the assets of [Pixologic, Inc.](#) The developers of ZBrush – an industry-leading and Academy-Award-winning digital sculpting and painting software – have a large global customer base comprising of film studios, game developers, designers, advertisers, illustrators, and scientists.**

“ZBrush is an industry leading 3D sculpting and painting solution for the most respected companies and artists in the world,” says David McGavran, CEO of Maxon. “We are thrilled to bring this product and the innovative team who created it to our Maxon family.”

“This is an exciting move for Maxon and its customers. ZBrush empowers artists to create stunning imagery with intuitive tools that inspire creativity and provide complete artistic control,” says Dr. Axel Kaufmann, CFO and spokesman of the Nemetschek Group. “Joining forces with Maxon, who are known for their powerful creative solutions, will generate enormous new possibilities for creative designers and artists.”

The industry’s top creatives have employed ZBrush for renowned projects including Dune, Star Wars, Avatar, Game of Thrones and more. This transaction is subject to customary regulatory approval that is expected in the next few weeks. On this basis, a more detailed roadmap will be published in early 2022. Until the transaction closes, each company will continue to operate independently.

---

## **About the Nemetschek Group**

The Nemetschek Group is a pioneer for digital transformation in the AEC/O 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 in this sector, the Nemetschek Group increases quality in the building process and improves the digital workflow of all those involved in the building process. Customers can design, build and manage buildings more efficiently, sustainably and resource-saving. 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.

## Contacts

**MAXON**



**Alexis Isaacs**

Zazil Media Group

Maxon

[alexis@zazilmediagroup.com](mailto:alexis@zazilmediagroup.com)

+1 773 816 7944

**Desiree Goldstein**

Press Contact

Communication Specialist

[dgoldstein@nemetschek.com](mailto:dgoldstein@nemetschek.com)

+49/1731603709