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## Nemetschek Brand Maxon Further Strengthens Portfolio for its Customers

Munich, Friedrichsdorf, Germany – March 2, 2021 – Maxon, a subsidiary of the Nemetschek Group, headquartered in Germany, is expanding its portfolio at fast pace. After adding the rendering technology *Redshift* and the unique editor and post production tools from *Red Giant* to the portfolio, the company now announced the acquisition of the mobile 3D application [forger](#). The popular desktop-class sculpting application for iOS offers an attractive entryway into 3D sculpting and provides insights into portable workflows.

“We always have our customer in mind when enhancing our offering. Our aim

is to deliver best-in-class, innovative tools. Content creators worldwide can live their passion for motion 2D and 3D design, motion graphics, visual effects, and visualization graphics with powerful features, speed, stability and ease of use,” explains David McGavran, CEO of Maxon.

In 2019, Maxon acquired *Redshift Rendering Technologies, Inc.* This step brought cutting-edge rendering technology and expertise to Maxon. Early 2020, Maxon and *Red Giant*, a provider of unique tools for editors, VFX artists, and motion designers, announced to merge to better serve the post production and content creation industries. The acquisition of *forger* just last week is adding desktop-class, professional-level sculpting workflows on mobile devices to the portfolio. *forger* supports all iOS devices (iPad/iPhone/iPod Touch). “We are always looking for ways to expand the creative freedom and capabilities of our artistic community. We love the fun and immediacy that *forger*’s workflow on iPad offers for sculpting and painting. We look forward to exploring what more it can bring to our users,” states David McGavran.

Maxon products are available via subscription bringing their customers the added benefit of ongoing product improvements and updates to functionality. In 2020, more than 10 new releases were launched. Maxon tools are regularly awarded by users and independent juries. Last year three products were ranked first at the Toolfarm Plugin Awards 2020: [Cinema 4D](#) in the category “Favorite 3D Modeling, Painting, or Sculpting Software”, [Redshift](#) in the category “Favorite 3D Renderer” and the Red Giant [Trapcode Suite](#) as “Favorite Particle or Fluid Generating VFX Tool”. Cinema 4D received almost 50 percent of all votes in the category 3D-Modeling.

“There is a highly inspiring, experienced and enthusiastic team behind all products at Maxon. In addition, their close relationships to hardware manufacturers like Intel and Apple guarantee optimized products that follow the pulse of technology closely. In all its activities Maxon focuses on the customer and this shows in customer figures, results and feedback - for 35 years now”, says Dr. Axel Kaufmann, spokesman of the Executive Board and CFO of the Nemetschek Group.

## 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 their 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, according to preliminary figures, the company achieved revenue amounting to EUR 596.9 million and an EBITDA of EUR 172.3 million in 2020.

## Contacts



### **Ulrike Beringer**

Press Contact

Senior Director Group Communications & Corporate  
Responsibility

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

+49/162 2625459