



Nemetschek Group is a Founding Member of the Metaverse Standards Forum

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Shaping the Metaverse: Nemetschek Group is a Founding Member of the Metaverse Standards Forum

Munich / Friedrichsdorf, Germany, July 12, 2022 - The Nemetschek Group, represented by its brand Maxon, a leading developer of professional 3D software solutions, is one of the founding members of the [Metaverse Standards Forum](#). The newly established governing body aims to foster alignment on requirements and priorities for metaverse interoperability standards. Along with Adobe, Epic Games, Meta, Microsoft, and NVIDIA, amongst additional founding members, Maxon aims to help build an open and inclusive metaverse that enables the deployment of diverse technologies,

including interactive 3D graphics, augmented and virtual reality, and more.

The Metaverse Standards Forum brings together companies and standards organizations to accelerate the development and deployment of metaverse interoperability standards through pragmatic, action-based projects.

“Ultimately the success of the Metaverse is dependent on specifying universal interoperability standards. By doing this, we’re establishing a unified workspace where users can explore new vehicles for content creation while discovering new ways to be creative,” said David McGavran, CEO of Maxon. “The new Metaverse Standards Forum was established for companies like ours who build tools and solutions for content creators who want to remain on the cutting edge. As a result, we have long embraced essential software that provides our customers with the tools they need to engage with the Metaverse.”

“The potential of the metaverse is huge – it can revolutionize the way we live, work and communicate. To create a true experience for everyone, it needs to be built on open standards”, says Yves Padrines, CEO of the Nemetschek Group. “Our long-standing commitment to a customer-centric, open, collaborative and inclusive ideology perfectly positions us to help build the foundations for a similarly accessible and user-focused Metaverse”, he adds.

The high-quality tools under the Maxon product umbrella, including Cinema 4D, Redshift, and the recently acquired ZBrush, have been established as the industry standard for motion graphics, VFX, 3D sculpting and all types of visualization for over 20 years. Maxon One users are provided with a smooth workflow for all of their creative projects and already allow customers to participate in the Metaverse as it currently exists, as well as what it will eventually become.

About the Nemetschek Group

The Nemetschek Group is a pioneer for digital transformation in the AEC/O and the media & entertainment industries. With its intelligent software solutions, it covers the entire lifecycle of building and infrastructure projects, guides its customers into the future of digitalization and enables them to

shape the world. 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 for all those involved. 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 solutions of the brands ALLPLAN, Bluebeam, Crem Solutions, dRofus, FRILO, Graphisoft, Maxon, Nevaris, RISA, SCIA, Solibri, Spacewell and Vectorworks in the four customer-oriented segments are used by approximately 6.5 million users worldwide. Founded by Prof. Georg Nemetschek in 1963, the Nemetschek Group today employs around 3,400 experts all over the world.

Publicly listed since 1999 and quoted on the MDAX and TecDAX, the company achieved revenue amounting to EUR 681.5 million and an EBITDA of EUR 222.0 million in 2021.

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. Our product lines include the award-winning [Cinema 4D](#) suite of 3D modeling, simulation and animation technology; the creativity-on-the-go [Forger](#) mobile sculpting app; the diverse [Red Giant](#) lineup of revolutionary editing, motion design and filmmaking tools; the leading-edge, blazingly fast [Redshift](#) renderer; and [ZBrush](#), the industry-standard digital sculpting and painting solution. Maxon's team is comprised of fun, passionate people who believe in building and empowering a successful artistic community. From our popular, inclusive events to our free [Cineversity](#) educational resources, Maxon recognizes that developing strong connections with creatives and fostering their professional growth is integral to our ability to stay on top of industry trends and better serve customers. Maxon is part of the [Nemetschek Group](#).

About the Metaverse Standards Forum

Open to any organization at no cost, founding members include Oxsenses, Academy Software Foundation, Adobe, Alibaba, Autodesk, Avataar, Blackshark.ai, CalConnect, Cesium, Daly Realism, Disguise, the Enosema Foundation, Epic Games, the Express Language Foundation, Huawei, IKEA,

John Peddie Research, Khronos, Lamina1, Maxon, Meta, Microsoft, NVIDIA, OpenAR Cloud, the Open Geospatial Consortium, Otoy, Perey Research and Consulting, Qualcomm Technologies, Ribose, Sony Interactive Entertainment, Spatial Web Foundation, Unity, VerseMaker, Wayfair, the Web3D Consortium, the World Wide Web Consortium, and the XR Association. Learn more at metaverse-standards.org. Metaverse Standards Forum and the Metaverse Standards Forum logos are trademarks of The Khronos Group, for the benefit of The Metaverse Standards Forum.

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