Marilyn R. Kroner
Kroner Communications
303-478-3044
marilyn@kronercommunications.com

Becky Lamont
ArtVPS
00 44(0)1480 498574
bl@artvps.com

Limitless Computing and ArtVPS Introduce Google SketchUp Rendering to the Cloud
Launching at the AIA National Convention and Design Expo, Booth 1908

BOULDER, CO and CAMBRIDGE, UK – May 14, 2012 – Limitless Computing Inc.®, a leading provider of 3D mobile Augmented Reality, and ArtVPS Ltd, developers of Shaderlight™, the interactive rendering software for Google SketchUp, today announced the launch of Shaderlight Cloud Rendering powered by Limitless Computing. Combining the highest quality rendering from Shaderlight and proven technology from Limitless Computing, this innovative new tool delivers the fastest, most effective workflow for Google SketchUp users.

Shaderlight Cloud Rendering powered by Limitless Computing renders Google SketchUp animations up to 30x faster, and scenes up to 5x faster, delivering high resolution, photorealistic visualizations direct from Google SketchUp in hours, not days. It frees up desktop computers for other work, enabling Shaderlight users to handle multiple projects simultaneously.

Offering a low-cost alternative to rendering scenes and animations in-house, pricing starts from under $10, delivering high quality rendered images without investment in costly hardware.

Launching in booth 1908 at the AIA National Convention and Design Expo, Shaderlight Cloud Rendering powered by Limitless Computing will be available to all Google SketchUp and Shaderlight users in June.

Graham Wylie, CEO at ArtVPS said, "This launch removes any final barriers for Google SketchUp users' wanting to deliver high quality renders, quickly, without tying up their systems. This is the natural progression for Shaderlight and we are delighted to be working with Limitless Computing on this exciting innovation."

"Anyone who has limited hardware resources or a tight deadline will find this powerful solution a tremendous value," commented Dr. Errin T. Weller, president, Limitless Computing Inc. "Animation sequences that would otherwise tie up workstations for days will be done on time and within budget."

About Limitless Computing
Limitless Computing Inc. is a Boulder, CO-based company that has been providing cloud computing since 2006 and specializes in Augmented Reality. Limitless Computing brought Augmented Reality to Google SketchUp in 2011 with the release of the mobile application SightSpace 3D for Apple and added Kindle Fire and Android devices in 2012. (www.LimitlessComputing.com)

About ArtVPS

Founded in 2002, ArtVPS Limited quickly established itself as the leading developer of dedicated rendering hardware, developing the first processor designed exclusively to accelerate ray tracing of 3D data. ArtVPS is today leading the way in developing photorealistic rendering solutions that generate visually accurate representations of 3D scenes. Its revolutionary flagship rendering technology, Shaderlight, is a physically based, progressive ray-tracer that enables interactive, nonlinear changes to the materials, environments, lighting and textures at any stage within the rendering process – even on production-ready images. (www.artvps.com)

###