Substance for Tegra 3
Dynamic Texturing for Next Gen Mobile

March 2012
Agenda

1. Allegorithmic in a nutshell
2. Substance: the smart texturing toolbox
3. Test case: Shadowgun by Madfinger games
From the lab to the shelves

• Founded in 2003

• Bringing PhD work to the market

• Patented technologies for procedural texturing

• 25 people

• R&D team: talented geeks

• In-house studio (QA, testing, demos, production)

• Dedicated support team

• Based in France, California, China and South Korea
10 000+ users, 1000+ licensees, +10% every month

MMO developers

Console/serious/VFX

Microsoft games studios

Criterion games

Bigpoint

Interactive studios

Codemasters

NetDragon

GDC
Substance has been licensed by trendsetters of the industry

Focus

Design-Viz / Games / VFX

Industrial Design / Web

Next gen Smartphones

Web 3D – Mobile 3D
1. Allegorithmic in a nutshell
2. Substance: the smart texturing toolbox
3. Test case: Shadowgun by Madfinger games
3 main benefits of Substance for Unity users

1. Save production time
2. Shrink down download size
3. Dynamic effects at runtime

(Allegorithmic) Substance abuse can do you good!
A new standard: integrated by default in 3DS Max/Maya 2012
A new standard: integrated in most 3D game engines

Integrated by default in

Plugins available for:
Access to 700+ Substance presets on the Assetstore
The “Airstream” demo – Dynamic texturing within Unity

• **2MB instead of 20MB scene** = 10x faster to download and to launch within Unity Webplayer

• **Real time dynamic texturing**: from shine and clean to old and dirty: the power of runtime texture generation
User case – Dynamic weathering with The Gunsmith

- **Quality boosting**: Runtime generation of normal maps
- **Runtime weathering effects**: No GPU used, no shader used, no additional textures stored
- **Productivity boosting**: Created using a Substance smart filter: less than 1 day to implement it
Why using procedural textures: Unleash true User Generated Content
Substance Designer: the material processing tool
Substance Designer: Texture Compositing for 3D
Mix materials in a non linear way to produce complex maps
1. Allegorithmic in a nutshell

2. Substance: the smart texturing toolbox

3. Test case: Shadowgun on T3 by Madfinger games
Shadowgun by Madfinger Games – Dynamic texturing on Tegra 3

- No change in the pipeline
- No framerate hit
- Only using the 2 additional CPUs from Tegra 3
Special offers for GDC attendees

Substance Designer 2.5 + Bitmap2Material + 250 sbs
620 USD instead of 1600 USD

Come get your discount coupon and meet the Allegorithmic team
North Hall Booth # 1542