

May 22, 2007 - Two Million ArtRage Downloads!

In May 2007 the total number of downloads of ArtRage - Ambient Design's free painting application - exceeded two million copies. Since its release in February 2004 more than two million copies of the free version of ArtRage have been downloaded from Ambient Design's website. Schools, hobbyists, artists and anyone who just wants to mess around with paint have been downloading and using ArtRage Free version. There have been several major updates to ArtRage Free since its initial release.

"This is a fantastic milestone. We're very pleased so many people have been enjoying using ArtRage. The quality of some of the artworks we've seen produced in ArtRage Free version is stunning. We've had great feedback from people who became disillusioned with the cost and hassle of using traditional art media but have started painting again in ArtRage." - Andy Bearsley, Technical Director of Ambient Design Ltd.

ArtRage Free version is a fully-featured natural painting application. It has tools which look and feel like their real-world counterpart. For example, the oil paints mix and smear like real oil paints on real canvas. They even leave bristle marks from the virtual brush in the paint strokes. It is easy to use for new users while having features and technology powerful enough for advanced users.

The Free version of ArtRage is free to use with no time limits. It is also has **no** adware, spyware or other malware. It is available in English, French and German versions, for Windows and as a Universal Binary for MacOSX.

ArtRage 2 Free version can be downloaded from this web address: <http://www.artrage.com/artragedemo.html>

About ArtRage.

ArtRage is a computer painting package designed to provide a natural and easy to use environment for producing art on your computer. By providing realistic tools such as oil paints and pencils, and simulating the real world dynamics of those media, ArtRage allows any user to play around with paint without the expense and mess of its real world counterpart. By providing Tracing tools, ArtRage lets any level of user produce paintings based on photographs or other existing images.

ArtRage 1 was released as a free product in 2004 and went on to win a number of online awards, followed by the first place in Microsoft's 'Does Your App Think In Ink' contest for Tablet PC applications (2004).

ArtRage 2 introduces a wide range of new features and technology improvements that allow everyone from amateur hobbyists to professional artists to get deeper in to the process of painting, without losing the ease of use, sense of realism, and friendly feel that made ArtRage 1 successful.

Visit www.artrage.com for more details.

About Ambient Design Ltd.

Ambient Design is a New Zealand based software development company specialising in the design and development of creative applications and interfaces. The company was founded on a strong graphical basis after Andy Bearsley and Matt Fox-Wilson left MetaCreations Corp in January 2000, but has grown since then to encompass a wide range of technologies.

Ambient was founded with the intention of creating a strong engineering company that would provide an output for some of the talent available in New Zealand. Since our founding we have worked for a wide range of international companies providing complete software engineering services from design to implementation.

Press Contact:

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