

November 21, 2007 - Three Million ArtRage Downloads!

In November 2007 the total number of downloads of ArtRage Starter Edition - Ambient Design's free natural painting application - exceeded three million copies.

Since its first release in February 2004 more than three million copies of the Starter Edition of ArtRage have been downloaded from Ambient Design's website. ArtRage Starter Edition is now at version 2.5 and has had many updates and improvements since its first release. Schools, hobbyists and people who just like getting messy with paint have been downloading and using the Starter Edition of ArtRage.

"It was just six months ago we passed the two million download milestone, and now we're at three million downloads of ArtRage Starter Edition. It's exhilarating to see the quality of artworks being produced. 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 Starter Edition 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. New features in the 2.5 release include rulers, DPI support, more image import/export formats, and many other new features and enhancements.

The Starter Edition 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 languages, for Windows and as a Universal Binary for MacOSX.

Recently Ambient Design also released ArtRage 2.5 Plus Edition on CD for purchase. This is the perfect way for people to share the unique painting experience of ArtRage with friends as a gift this holiday season.

ArtRage 2.5 Starter Edition can be downloaded from <http://www.artrage.com>

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.

ArtRage 2.5 introduced powerful new tools such as rulers and stencils which also work the same way as their real-world counterparts.

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.

Press Contact:

For review copies or other press information please contact press@artrage.com