



Build. Shape. Inspire.

2020 Press Kit



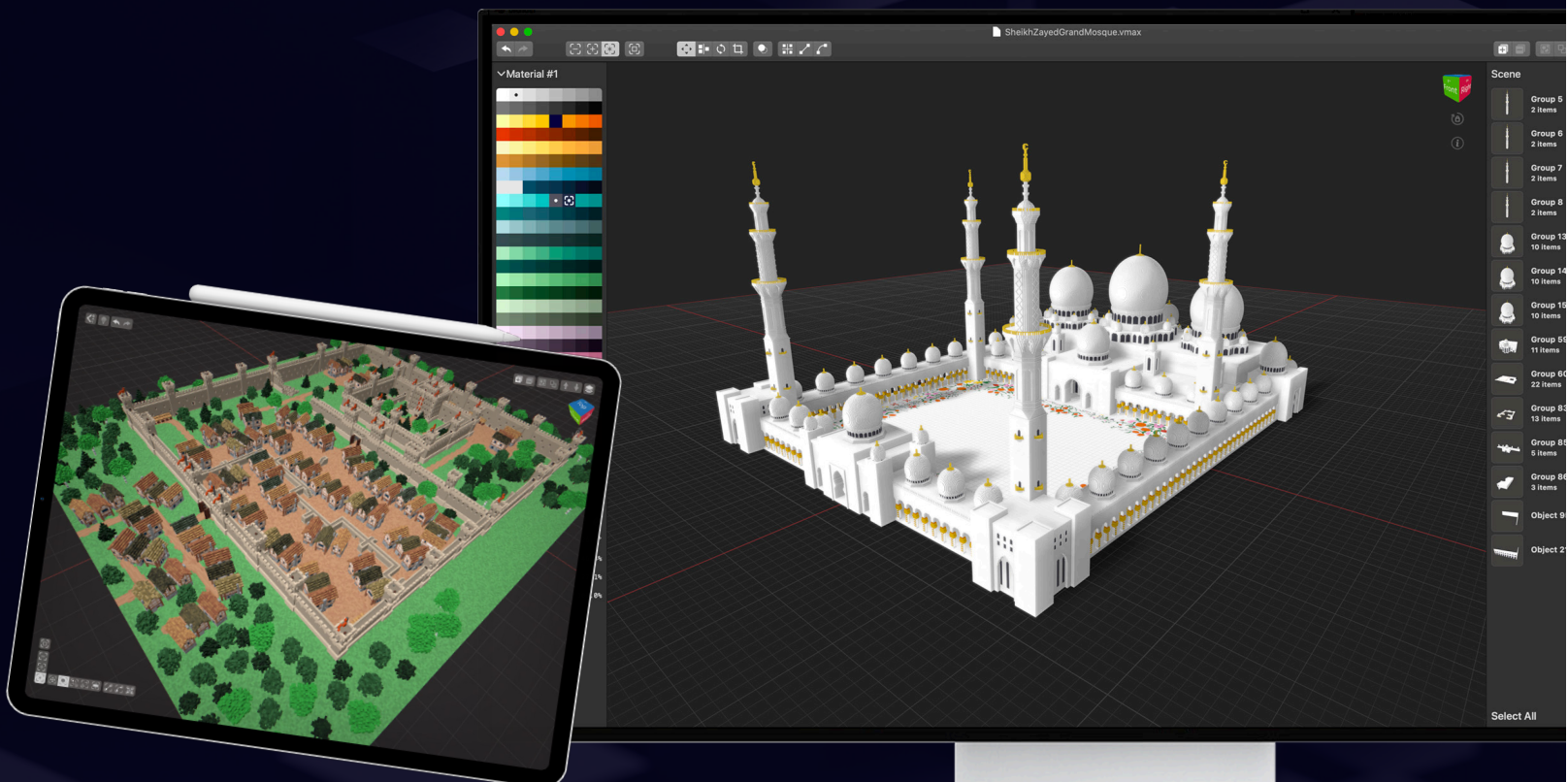
***VOXEL MAX IS HARNESSING
APPLE'S LATEST TECHNOLOGY TO
DELIVER VERSATILE AND POWERFUL
VOXEL TOOLS TO 3D ARTISTS.***

WHAT IS VOXEL MAX?

Voxel Max is a voxel (3D pixel) creative app for iPhone and iPad. Along with a robust suite of sculpting tools, it also hosts a flexible scene editor for arranging many objects, and an asset manager to share objects across different projects. Voxel Max has all the essential core tools and functions to compete with desktop software, and adds to that with unique features made possible by the Apple hardware such as pressure sensitive tools with the Apple Pencil and an augmented reality viewer powered by ARKit.

Great features totally unique to Voxel Max:

- Full file history with infinite undo/redo and the ability to play it back for video sharing.
- Build off of guide planes or voxels in other objects - you don't have to make support structures.
- Active PBR rendering displays transparent, metallic, and emissive materials while still building.
- Pressure sensitive brush settings can control size, color, and randomness of brush strokes allows a building experience more like painting or sculpting.
- Control points allow the modification of previous actions through resizing, moving, and recoloring.
- A large library of themed objects can be used in any project, and new asset groups can be added and shared.
- Close integration with iOS features like AirDrop and iCloud mean instant saving, cloud backups, and easy sharing.



WHO IS VOXEL MAX FOR?

Voxel editors have been rising in popularity for the past few years. While not the first voxel editor on a tablet, or even on iOS, Voxel Max is the first to adhere to Apple's sleek UX standards, making it familiar for artists creating with other popular apps like Procreate. Voxel Max gives artists and game developers a powerful, professional tool that's easy enough for a child to learn and on a device they can take and use anywhere.

PROFESSIONAL ARTISTS

Voxel Max has a full tool set to fit the needs of professional artists. Its modeling and scene creation features go toe to toe with all of the other popular editors, it brings new features setting it ahead, and supports common export options for moving 3D files to industry standard animation and rendering suites and game makers.

HOBBYIST ARTISTS AND INFLUENCERS

Voxel Max is perfect for artists on the go. Instant iCloud saving means quick iPhone sketches on the train can be continued on an iPad in the cafe. Combine the ease of access with built in recording tools, and a video with construction playback and final turntable can be uploaded to Instagram without ever touching a mouse and keyboard.

BEGINNERS AND CHILDREN

Voxel Max avoids the overwhelming interface that makes most 3D tools intimidating and unapproachable by tidily bundling advanced features and tools and keeping only the essentials visible to start. Built in tips help teach the app organically as new users explore what's possible. There are also tutorials on the Voxel Max blog and YouTube channel, which show how to use the tools together in practical lessons.

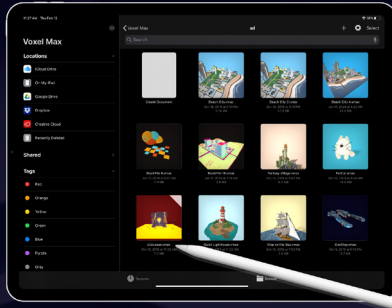
***VOXEL MAX IS A PROFESSIONAL,
BUT ACCESSIBLE, 3D TOOL.***

VOXEL MAX WORKSPACE

There are six main areas to the app.

FILE BROWSER

Seamless integration with iOS's file browser allows you to save, duplicate, and move files to any folder on your device, move to iCloud or other storage services.



OBJECT EDITOR

With a huge 256^3 voxel workspace, there is plenty of room to create. You can even build off of separate objects in your scene for faster modeling.



SCENE EDITOR

Explore endless possibilities by putting multiple objects in a scene where you can rotate or scale them.



ASSET MANAGER

Available from both editors, use the asset manager to organize objects in groups, and choose from dozens of premade models.



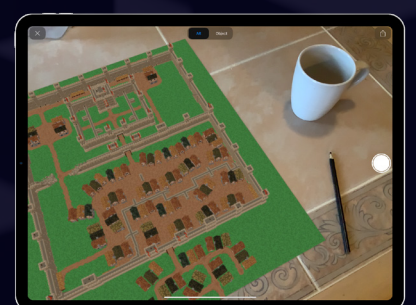
PRESENTER VIEW

Apply background colors and image filters, watch your entire build play back from the start, and record and trim



AR VIEW

View selected objects or your entire scene in the real world with your device's camera. Scale and position it for a tabletop miniature or a life sized walk-through.



VOXEL MAX FEATURES

GENERAL FEATURES

- Detailed Tool Tips.
- Unlimited Undo/Redo steps.
- Stylus-only drawing mode.
- Left-handed mode.
- Intuitive 1 finger rotation, two finger pan, and two finger pinch zoom.
- Adjustable render settings to save battery and improve performance on older devices.
- "Show touches" mode for tutorial developers.
- Perspective and orthographic camera modes with 45 degree snapping increments for flat and isometric views.
- 6 light direction choices.

FILE BROWSER

- Full iOS browser integration.
- Proprietary VMAX format can be opened as ZIP on desktop for power user tinkering.
- Automatic iCloud saving.
- Handoff support.

OBJECT EDITOR

- 255 swatch color palette.
- RGB and HSB color picker modes with alpha.
- Swatch gradient creator.
- Copy and paste colors and palettes. Every object can have unique palettes.
- Quick color slider.
- PBR (Physically Based Rendering) materials.
- Cube and Sphere sculpting brushes between 1 and 65 voxel diameters.
- Random voxel texture with 50% placement.
- Random voxel color with 2 to 8 swatches.
- Pressure sensitive brush size control.
- Pressure sensitive color up to 8 shades.
- Centered Single or Freehand brush mode.

- Stretched Line or extruded Normal mode.
- Box and Stretched Box modes.
- Face mode with 4 and 8 neighbor searching.
- Create, Erase, Paint, and Select Tools.
- Alternate color sensitive versions of tools.
- Control Point and Selection Tools: Resize, Move, and Rotate.
- Extract or Duplicate Selection (into new object), Erase Selection, and Paint Selection.
- Advanced Selection menu: Expand, Contract, and New Selection; Invert Selection, Deselected All, Select Material, Select All.
- XYZ Stretching: 1 voxel flat, 25%, 50% shrinking and Surface or Infinite stretching on each axis independently.
- XYZ mirror drawing modes and Flip selection or object.
- Toggle voxel grid.
- Toggle Guide Plane
- Automatic bounding box shrinking when leaving object for Scene Editor.

SCENE EDITOR

- Area selection mode.
- Expand, Contract, and New Object selection.
- Advanced Selection menu.
- Move, Clone, Rotate, Scale, and Align Objects.
- Distribute Objects into Lines, Bezier Curves, or Tile Alignment.
- Group Objects with up to ten layers of nesting.
- Remove or add new objects.

VOXEL MAX FEATURES+

ASSET MANAGER

- New object button can create blank object or add from large asset library.
- Accessible from both Editors.
- Hide groups or objects.
- Navigate and select groups and objects.
- Copy and Cut selected objects or groups.
- Paste copied selection.
- Edit, Copy, and Paste palettes of objects.
- Edit and Flip object shortcuts.
- Open Selection in AR View.
- Import/Export MagicaVoxel and Qubicle multi-object scenes.
- Share as PNG, Voxel Max Asset Pack, SCNZ, DAE, FBX, GLTF, OBJ, STL and USDZ.

PRESENTER VIEW

- Turntable display of scene or object.
- Set background color and image filters.
- Undo timeline playback.
- Toggle playback with camera angle when edit was made and display of tools used.
- Record playback and turntable with video trimmer before saving to Photos.
- Display presentation in AR View.

AR VIEW

- Display file in camera view with 3D tracking.
- Reposition and scale 3D model.
- Take photo or video of AR View.



WHO IS MAKING VOXEL MAX HAPPEN?

MAKER



Adrian Andreca's interest in 3D software came from the games of his childhood. This would remain a lifelong, silent passion as he began working professionally with computers.

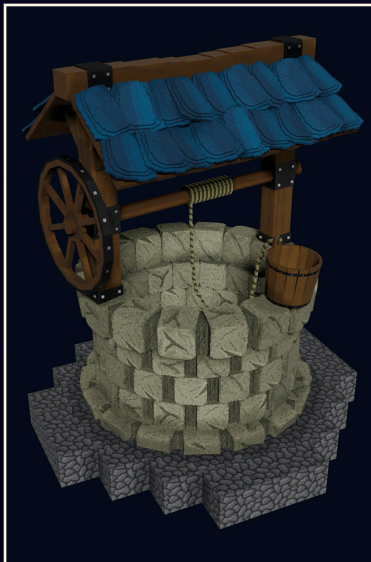
With over 16 years of experience as an Enterprise IT Solutions Architect, he's had a rewarding career solving tough problems in the military, government, automotive, and retail industries.

Adrian has always had a deep interest in emergent technologies. New methods and concepts create new challenges, and his experience as a software engineer has driven him to optimize and improve upon the ever evolving tech.

This is how voxels caught his attention.

It's not just that they have a cool retro look that unleashed a nostalgia for early 3D games. The technology breaks long-held paradigms in the 3D industry, and fosters a more intuitive and human-oriented creative process.

He's also fallen in love with the art: "It's too cool to not love it!" He is excited to see the rise of voxel art based games. Even eleven years after the release of Minecraft, both indie developers and larger studios are embracing the style and keeping it fresh and relevant.



In November of 2018, Adrian took a sabbatical, and his passion for 3D turned into Voxel Max.

It was originally meant to be a hobby, but day by day, the project grew and took on the shape of a full product. As Adrian began to connect to artists in the voxel community, fresh ideas brought rapid iterations and improvements.

This solo developer's passion project has meant sleepless nights and maybe a few too many cups of coffee. But over two years later, Voxel Max is in the home stretch for official release on the Apple App Store.

a.ndreca.com

twitter.com/ndreca_com

"VOXEL TECHNOLOGY FOSTERS A MORE INTUITIVE AND HUMAN-ORIENTED CREATIVE 3D PROCESS."

WHO IS MAKING VOXEL MAX HAPPEN?+

EARLY ADOPTERS



Alex Florez is a professional artist and voxel educator working in the game industry. He's developed a series of tutorials on the Voxel Max Youtube channel and has made many of the asset packs included with the app. Alex is a work-at-home-dad in Connecticut, USA.

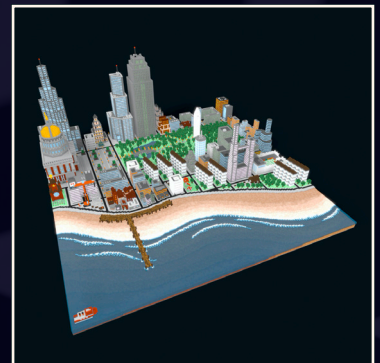
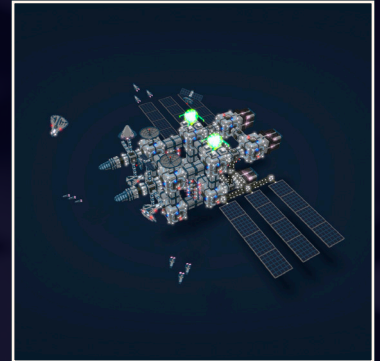
"VOXEL MAX PAIRED WITH AN APPLE PENCIL IS AN AMAZING CREATIVE EXPERIENCE. IT UNLOCKS A KIND OF SCULPTING THAT JUST ISN'T POSSIBLE WITH A MOUSE AND KEYBOARD. THIS PUTS ALL THE POWER A PROFESSIONAL VOXEL GAME ARTIST NEEDS INTO AN EASY TO USE, MOBILE PACKAGE."

voxelfox.shop

twitter.com/KamiSawZe

youtube.com/c/Voxelize

instagram.com/kamisawze



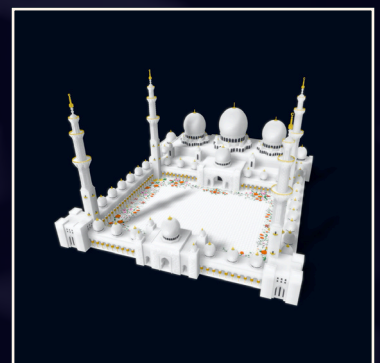
My Little Bunny is a professional voxel artist working in the game industry. They also have developed asset packs for the app and written creative tutorials on the Voxel Max blog. Bunnies are elusive and mysterious.

"VOXEL MAX IS AN AMAZING AND VERY POWERFUL APP THAT ALLOWS YOU TO FREELY CREATE WHOLE WORLDS ON A MOBILE DEVICE — ANYWHERE, AT ANY GIVEN MOMENT, YOU HAVE ACCESS TO YOUR CREATIVITY ON THE TIPS OF YOUR FINGERS OR PENCIL. IT FEELS SO NATURAL TO CREATE IN THE APP — I ABSOLUTELY LOVE IT!"

nicy.space

twitter.com/voxel__bunny

instagram.com/voxel_bunny



WHO IS MAKING VOXEL MAX HAPPEN?++

EARLY ADOPTERS



Christophe Tritz is a professional 3D artist known for his overwhelmingly detailed voxel scenes. He was one of the first artists to use Voxel Max and created the space ship displayed at the top of the Voxel Max website. Christophe is probably from somewhere magical.

"I WAS LOOKING FOR A MOBILE VOXEL APP AND VOXEL MAX WAS A WONDERFUL DISCOVERY. IT ALLOWED ME TO FIND ALL THE TOOLS I NEED TO BUILD EVEN VERY LARGE SCENES. THE UI IS VERY INTUITIVE, IT HAS A LOT OF OPTIONS, AND A SHORT LEARNING CURVE. IT BRINGS THE FUN OF VOXEL CREATION TO THE NOMAD EXPERIENCE."

twitter.com/TritzChristophe
instagram.com/christophe_tritz_art



William Santacruz is a professional artist working in the game industry. He is immensely popular on Youtube for his voxel-craft videos of Super Mario and Brawl Stars fan art with nearly 52K subscribers. William builds in Armenia, Colombia.

"I HAVE BEEN A VOXEL ARTIST FOR MORE THAN TWO YEARS AND I ALWAYS WANTED TO HAVE A MOBILE APPLICATION THAT WOULD ALLOW ME TO CREATE VOXELS IN A PROFESSIONAL WAY. VOXEL MAX IS AMAZING, I CAN DESIGN MY CHARACTERS AND SCENES IN A SHORT TIME AND FROM THE COMFORT OF MY IPAD."

twitter.com/WSDigitalArtist
instagram.com/williamsantacruz3d
youtube.com/c/williamsantacruzvoxelart



FREQUENTLY ASKED QUESTIONS

WHY APPLE?

While the Android ecosystem is widely spread, it is also a lot more fragment. For a single developer that means a lot of time and effort dedicated on ensuring compatibility with various OS versions and device form factors which is really time lost on feature development.

Apple is way faster to bring ideas to life and the fantastic iPad Pro and Apple Pencil combo is very popular in creative crowds.

WHAT CHALLENGES HAVE BEEN ENCOUNTERED DURING DEVELOPMENT?

The biggest obstacles were less about technology and more about design and user experience. Traditional 3D software is hard to use. It tends to be dense with a cluttered UI, opaque tool tips and it requires a lot of learning which can be discouraging to a lot of creative minds.

Transitioning from a keyboard and mouse workflow to a touch based UI was much harder than expected. The core focus was to keep the UI minimal: maximizing the drawing canvas area while still having a feature set comparable to desktop. It was an iterative process to improve over time, with the help of great professional artists who were able to share a lot about their creative process.

WHEN IS VOXEL MAX COMING OUT?

Autumn 2020!

HOW WILL VOXEL MAX BE MONETIZED?

The iOS/iPadOS version will have a top price of \$9.99 (US) with access to all features and future updates. There will be promotions and discounts related to various markets and events. After launch, users can sell their work on an Asset Store which will take a commission.

WHAT DOES THE FUTURE LOOK LIKE FOR VOXEL MAX AFTER RELEASE?

- Educational and learning center partnerships.
- Learning material translations.
- Community and sharing features.
- Asset store for community to share, sell, and buy assets, brushes, and patterns.
- Constant improving and simplifying of the editing workflows.
- Making a web version that will work on all desktop platforms.

WHERE TO LEARN MORE

VOXELMAX.COM

- Get access to the beta.
- Find tutorials and tips on the blog.
- Visit the interactive gallery.
- Read artist profiles.

YOUTUBE.COM/C/VOXELMAX

- Over an hour of videos.
- Clear explanation of features as updates are released.
- A series of carefully crafted tutorials gradually advance your skills.
- Speed builds from some of the most recognized voxel artists.

SOCIAL MEDIA

 twitter.com/voxelmax

 [instagram.com/voxelmax](https://www.instagram.com/voxelmax)

 [facebook.com/voxelmax](https://www.facebook.com/voxelmax)

EMAIL

 contact@voxelmax.com

