E-on Software Unveils a Bold New Brand Identity

E-on software wants to connect with new users for creating powerful 3D CG environments based on procedural technology

Paris, France – December 3, 2018 - E-on software, a leading global developer of software for the creation, animation, rendering, and integration of natural 3D environments in the computer graphics, VFX, architecture, and gaming industries, today unveils their new branding for e-on software.

"E-on is pleased to announce and unveil to our user communities and all stakeholders, our new identity and positioning which will reflect shared efforts to provide innovative software and quality service to the industries we serve. Our new logo better communicates what e-on software stands for today. We aim to engage with new users from different industries that we may not have reached before. It is more than just a company logo, it is a new, "bolder" attitude in responding to our community's needs," said Mathieu Riveccie, Business Development Manager.

E-on software has always been a pioneer in providing powerful software like VUE and PlantFactory to create amazing 3D CG environments.

Since e-on's acquisition by Bentley Systems in 2015, investments have been made in both staff and development of innovative features and for compatibility with Bentley software. Additionally, e-on recently moved its headquarters to Paris Gare de Lyon (Press Release announcement) as part of Bentley's research and development strategy.

"In a competitive industry such as ours, it is important that our current and potential users understand we are consistent but also progressive, young and innovative. We listened to comments from our users and e-on employees and realized the brand was not appealing to them emotionally. They did not know the meaning or the story behind the logo. With this new, more modern identity, we aim to be more accessible and reach new audiences. We have plenty of things to say and share with traditional 3D users that do not know e-on software yet, so we hope to be more visible in the coming year," said Ana Blanco, Senior Marketing Manager.

"Designed in-house, the new brand for e-on software evokes clarity, cleanness, represented by a unique line for each character which denotes the ease of our 3D solutions. The blue palette represents the software industry and the green palette represents the environment, and our focus is still on digital nature. The new typeface lends a modern, clean look and features round circles that reflect circular agility," said Eduardo Limon, Graphic Designer.

E-on software's tagline is "Beyond Inspiration". This tagline demonstrates the ease with which users can take their creative ideas from inspiration to reality using e-on's procedural technology software.

The new identity and logo guidelines will be launched on e-on software's website, marketing collateral, social media platforms and company literature in the coming weeks.

Supporting Resources

To learn more about e-on software corporate brand and logo – video

Procedural Technology Article

Logo for download - pdf

For more information about e-on software solutions:

For more information about **VUE**, visit www.info.e-onsoftware.com/more-info-vue

For more information about **PlantFactory**, visit www.info.e-onsoftware.com/more-info-plantfactory

About Bentley Systems

Bentley Systems is the leading global provider of software solutions to engineers, architects, geospatial professionals, constructors, and owner-operators for the design, construction, and operations of infrastructure. Bentley's *MicroStation*-based engineering and BIM applications, and its digital twin cloud services, advance the project delivery (*ProjectWise*) and the asset performance (*AssetWise*) of transportation and other public works, utilities, industrial and resources plants, and commercial and institutional facilities.

Bentley Systems employs more than 3,500 colleagues, generates annual revenues of $700 million in 170 countries, and has invested more than $1 billion in research, development, and acquisitions since 2012. From inception in 1984, the company has remained majority-owned by its five founding Bentley brothers. Bentley shares transact by invitation on the NASDAQ Private Market; strategic partner Siemens AG has accumulated a non-voting minority stake. www.bentley.com

About e-on software

E-on software is the leading developer of solutions for the creation, animation, rendering and integration of natural 3D environments (VUE and PlantFactory). E-on software products are used worldwide by the film, television, architecture, game, science, educational and entertainment industries.

E-on software products were used in feature films such as *Dr. Strange, Kubo and the 2 Strings, Jupiter Ascending, Minions, Guardians of the Galaxy, The Croods, Dragons 1&2, Hunger Games, Hugo, Tintin, Super 8, Thor, Avatar, Clash of the Titans, Sucker Punch, Despicable Me 1&2, The Wolf Man, 2012, Lovely Bones, GI Joe – The Rise of the Cobra, Land of the Lost, Terminator 4, The Curious Case of Benjamin Button, Indiana Jones 4, Monster Vs Aliens,*

Australia, The Spiderwick Chronicles, KungFu Panda, Pirates of the Caribbean 2 and TV series such as Spartacus, Smallville, Battlestar Gallactica, Caprica, Stargate Atlantis, Stargate Continuum, The Vampire Diaries, and more. Read more on these stories in e-on software's Spotlights section: https://info.e-onsoftware.com/meet-our-users.

E-on software was founded on the premise that powerful graphics tools should never get in the way of the designer's creativity. By investing significant resources in research and development, e-on software is able to deliver cutting-edge, user friendly technologies that produce stunning digital nature scenery.

In 2015, e-on software was acquired by Bentley Systems and now operates as an internal venture subsidiary.

E-on software is based in Paris, France. For more information visit https://info.e-onsoftware.com.

Press Contact
Ana Blanco
press@e-onsoftware.com
+33 1 83 64 46 95 (Europe)

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