

## **ModViz and NetEffect Partnership Brings High-performance 3D Visualization to Commodity Computing Platforms**

### **Joint Solution Turns Off-the-shelf Workstations into a Supercomputing-caliber Solution**

**Society of Exploration Geophysicists (SEG) International Exposition, (Booth 3772, Hall A), San Antonio, Texas.** – September 24, 2007 – NetEffect, the leader in high-performance, low-power Ethernet connectivity solutions, today announced that ModViz, a leader in graphics virtualization software solutions, has selected NetEffect 10Gb accelerated Ethernet adapters for high-bandwidth connectivity in ModViz's remote rendering solution. The NetEffect-ModViz combination allows scientists to visualize and interact with massive, highly-complex 3D datasets using large-format displays and commodity Linux-based workstations to overcome the performance limitations of a single workstation driving high-resolution displays.

ModViz's Virtual Graphics Platform (VGP) is OpenGL-based graphics software that transparently virtualizes 3D graphics-intensive applications across multiple graphics processing units (GPUs) and multiple central processing units (CPUs). The NetEffect 10Gb accelerated Ethernet adapter is a high-speed transport between the VGP remote renderer and display client providing the high throughput yet low overhead required to support large, high-resolution displays running at high frame rates. The combined solution brings a supercomputer-level of visualization to 'viz room' users involved in Oil & Gas upstream production, such as those focusing on seismic interpretation and reservoir modeling. In the near future, the Modviz-NetEffect combination will also benefit other applications requiring visualization of complex 3D datasets, including digital mockups, design review, CAE visualization and medical imaging. A demo of the solution with very large 3D volume datasets will be showcased at the SEG International Exposition, being held in San Antonio, Texas from Sept. 23-26, 2007 in the HP Booth, #2239. The demo will use HP xw9400 workstations connected to dual NVIDIA Quadro Plex visual computing systems.

During product development, ModViz found the NetEffect 10Gb accelerated Ethernet adapters delivered exceptional bandwidth - more than 9 Gbps was measured during visualization operations. In addition, the adapter's exceptional network offload capabilities were crucial to keeping server CPUs free to handle the application's compute-intensive graphics optimizations.

"We evaluated a number of technologies before deciding that NetEffect's 10Gb accelerated Ethernet adapters were the best choice for our customers," said Tom Coull, CEO, ModViz. "With NetEffect, we're able to give our customers a cost effective viz room solution, with high performance previously found only in expensive, proprietary platforms. This greatly improves productivity and helps them gain better perspectives on the data, which leads to improved business decisions in less time."

"Displaying and manipulating 3D images is crucial to those in the Oil & Gas industry who depend on this information to make business-critical decisions," said Rick Maule, president and CEO, NetEffect. "ModViz has made this capability affordable without compromising the performance needed to be effective. NetEffect adapters make this possible with our unique, patented architecture that delivers high-throughput performance while offloading network processing and leaving the computer cycles for the ModViz application, all combined with the low costs and network compatibility that come from Ethernet compliance."

### **About NetEffect**

NetEffect is a network connectivity solutions company providing high-performance, low-power multi-gigabit Ethernet products. Using a unique patented architecture, NetEffect products deliver the highest Ethernet performance in the industry while dramatically reducing latency and networking overhead on host processors. NetEffect solutions are adept at handling all data communications traffic - networking, storage, and clustering. The company's products implement

the latest iWARP extensions ratified by the IETF for Ethernet, while maintaining full compatibility with existing Ethernet infrastructure in any data center. Visit [www.neteffect.com](http://www.neteffect.com) for more information.

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**About ModViz, Inc.**

ModViz software products enable extreme performance scaling through complete virtualization of the underlying 3D graphics system, autonomous 3D data and workflow sharing independent of the original 3D applications, and flexibility with where and how the output is displayed. 3D professionals are now able to share their knowledge, communicate their ideas, analyze and interpret their data more effectively and faster than ever before. For more information, visit [www.modviz.com](http://www.modviz.com).

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