

REAL WORLD TEXTURE MAPS & IMAGE FILES

from the

ImageCELS® Libraries

A comprehensive selection of photorealistic seamless textures, backgrounds and "clip imagery". *ImageCELS* are specially processed and can efficiently and quickly transform a mediocre graphic into a dynamic one!

ImageCELS are photo-realistic, high resolution materials covering the general categories of building materials, designer patterns, environmental, landscape imagery and industrial finishes. More than just clip art, seamless *ImageCELS* textures can be repeated side to side or top to bottom, with perfect edge matching. This assures maximum versatility with a wide range of computer graphics software. All *ImageCELS* libraries are royalty-free.

ImageCELS are available on diskette, CD-ROM or online for all your Multimedia, CAD, Presentation Graphics, AEC, Virtual Reality, Landscape Design & Desktop Publishing needs. *ImageCELS* are the professionals choice!

WHY *ImageCELS* ARE SUPERIOR!

1. *ImageCELS* do not require additional handling or special display adapters.
2. *ImageCELS* offer true, high resolution capability and offer greater detail than screen resolution images.
3. Seamless *ImageCELS* technology allows for infinite replication & scaling with no edges unlike scanned images.
4. Easy to use, *ImageCELS* also conserve storage space.
5. *ImageCELS* seamless tile-able textures are power of two squared & provide maximum flexibility when using "tile" and "fill" commands.
6. *ImageCELS* are corrected for color and balanced for light.

7. *ImageCELS* textures may be "cloned" into thousands of additional textures by overlaying one on top of another. These new textures will also be seamless and tile-able!

HOW DO I USE THE IMAGES IN MY 3-D RENDERING PROGRAM?

ImageCELS have many creative uses in 3-D renderings and animations. Texture maps are used over any surface. Trees and other objects are placed in flat 2-D vertical polygons, substantially reducing the rendering time needed to generate a 3-D object. Several tricks are useful to give the impression of 3-D. Placing the image into multiple bisecting polygons will keep the image from looking "flat" as you move around it. Position one of the polygons facing the light source to cast a realistic shadow. Another method is linking the object with the camera so that it always appears to be facing the user as you move throughout a scene.

HOW DO I MAKE 2-D PLANS AND ELEVATIONS?

ImageCELS are ideal for plan and elevation development using CAD and PAINT software. All images assume a five foot horizon line, and are easily scaled and placed from back to front to give the final rendering a realistic look. Plan symbols may be "cut out" of the image to develop a realistic plan view.

WHAT IF MY IMAGE APPEARS TOO LIGHT OR TOO DARK?

The files are prepared to have the greatest contrast and the gamma level is set about a mean value. These values were averaged so that adjustments in any direction would result in the least loss of information (bits per pixel). As the ultimate use of the images is unknown, please observe the following. The gamma is averaged and may need to be shifted depending on the software and output display it will be used with. N.T.S.C. television, for example, may require the files be gamma corrected lighter, as they would appear slightly darker than desired. Lighting similarly may require that the contrast or brightness be adjusted before being rendered into an application. All of these functions are readily performed in most image processing software.

HOW DO I GET RID OF THE BLACK BACKGROUND?

Most software treats black (0,0,0) as transparent. If your software has this capability, set the key color or transparent color to

black. Other systems may require the background be white. This is readily done using image processing software by simply changing all black (0,0,0) pixels to the desired background color.

HOW DO I USE THE ALPHA CHANNEL?

The images have been developed with a bi-level alpha mask over the non-black pixels. As a native file, the image edges are not aliased. This is done for several reasons. Scaling the image smaller or larger (even slightly) using image processing software capable of handling alpha channel data will alias the image fully, and provide a soft edge mask. The images have been developed at a very large scale so that you may scale them to the correct ratio in relation to the final output.

ARE THE FILES COMPRESSED?

ImageCELS are compressed using two levels of LOSSLESS compression. The first level is Run Length Encoding. This assures the file will take up the least amount of storage space. For transmission, a universal algorithm was chosen - .ZIP from PKWARE (version 2.04). This program has been integrated into many applications on all platforms, and is available as shareware or in commercially available products.

IN WHAT FORMAT ARE *ImageCELS* AVAILABLE?

ImageCELS ONLINE are true-color, photo-realistic bitmapped graphic images with alpha-channel support. These 32 bit images are stored in the .TGA (TARGA) type 10 (RLE) file format for easy use and transfer onto any computer platform using popular image processing and file translation utilities.

HOW ARE THE *ImageCELS* FILES NAMED?

The actual files are given an eight (8) character name and a three (3) character extension after the "dot" (i.e. 4cupsem0.zip). The extension is either .GIF for the free thumbnails or .ZIP for the full size images. The extra characters found on the 2PRICLST.TXT indicate additional information about the content of the file.

DO I NEED TO PAY FOR THE USE OF THESE FILES EACH TIME THEY'RE USED?

No, *ImageCELS* are royalty free after your initial purchase! They can be used perpetually in your works. Their only limitation is

some forms of digital redistribution. Please contact **IMAGETECTS™** to clarify your needs.

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!! NEW *ImageCELS* ONLINE !! - 202-686-2373 (modem setting 8-N-1).

ImageCELS available individually on the ASLA DesigNetwork. The "*ImageCELS*® Libraries" contain hundreds of essential realistic tools for design professionals or artists. FREE demos and time saving information to increase your productivity are available now! The ever growing collection of *ImageCELS* may be accessed individually on DesigNetwork. Visit "*ImageCELS* Libraries" file area #13 today!

HOW DO I ORDER *ImageCELS* ONLINE?

Simply FAX us the list of files you want. Or, give a quick call to **IMAGETECTS** during normal business hours. That's all it takes. Within a few minutes, the appropriate codes to begin downloading the files will be forwarded to you.

IS IT EXPENSIVE TO RECEIVE THE FILES OVER THE PHONE LINES?

With today's high speed modems, an average file is transmitted in just a few minutes. DesigNetwork supports 14.4 baud transmission speeds on all lines and a 28.8 baud speed on two of its lines using the latest modem technology from Hayes.

ISN'T THERE A CHARGE FOR HOW LONG I'M "ONLINE"?

DesigNetwork is FREE to anyone! All you pay for is the phone call. Several carriers have special rate plans and during certain hours rates are substantially less than those normally charged (\$10-\$20 hour). Special handling of files using other media is also available.

OTHER POPULAR *ImageCELS* PRODUCTS

***ImageCELS* CD-ROM**

1,150 photo-realistic Texture Maps, full screen backgrounds and objects. These seamless, tile-able, high resolution raster images cover building materials, environment, designer patterns, landscaping and industrial finishes. 14 multiplatform file formats. Royalty-free, 8/16/24/32 bit color. I.S.O. 9660 formatted. Laminated photo-index. Use with any computer graphics software. \$495

***ImageCELS* VGA CD-ROM**

240 brick, finishes, groundcovers, marble, metals, stone, tile, water, wood and designer Texture Maps, full screen backgrounds and landscape images. Compatible with desktop publishing, presentation, multimedia, 2D paint & 3D rendering software. 10 multiplatform 8 bit file formats. Dual I.S.O. 9660/H.F.S. formatted. Photo-index/installation guide. Subset of the *ImageCELS* CD-ROM. \$99

***ImageCELS* VGA Library - PC/MAC**

180 seamless, photo-realistic, high resolution Texture Maps in the .PCX/.TGA (PC) or TIFF (MAC) file format. 256 custom color palette. Royalty-free, these real world images include brick, finishes, groundcovers, marble, metals, stone, tile, water, wood and designer

textures. Floppy media/photo-index. Subset of ***ImageCELS* CD-ROM**.
\$99

***ImageCELS* Trees - Volume 1**

An exquisite collection of 33 real trees. Evergreen, conifers and deciduous broadleaf trees are included in various mature, young or juvenile stages of growth or seasonality. All ***ImageCELS*** Trees are commercially-available species and all hardiness zones are represented. ***ImageCELS*** Trees are high resolution 32 bit .TIF files plus 8 bit & 24 bit .BMP for PC users and 8 & 24 bit PICT files for Macintosh.

ImageCELS Trees include: Birch, Crabapple, Cypress, Elm, Fig, Ginkgo, Hornbeam, Jacaranda, Juniper, Magnolia, Maple, Myrtle, Oak, Palm, Peach, Pear, Pistache, Plum, Pine, Sequoia, Silk, Spruce, Sycamore, Sweet Gum, Tulip and Willow trees. ***ImageCELS*** Trees are a part of the ***ImageCELS*** Botanicals collection. \$99

***ImageCELS* Shrubs - Volume 1**

Thirty-three visually superb evergreen, conifer and deciduous real world shrubs. ***ImageCELS*** Shrubs are commercially-available shrubs in various stages of seasonality and all hardiness zones are represented. ***ImageCELS*** Shrubs are high resolution 32 bit .TIF files plus 8 bit & 24 bit .BMP files for PC users and 8 & 24 bit PICT files for Macintosh.

ImageCELS Shrubs contains: Allamanda, Arborvitae, Azalea, Barrel Cactus, Boxwood, Broom, Caladium, Cedar, Cornplant, Croton, Cypress, Firethorn, Juniper, Mallow, Myrtle, Palm, Pine, Pittosporum, Privet, Rose, Spathiphyllum, Spiraea, Spruce, Viburnum, Xylosma and Yew shrubs. ***ImageCELS*** Shrubs are a part of the ***ImageCELS*** Botanicals collection. \$99

TO GET MORE INFORMATION ABOUT *ImageCELS*...

Should you have further questions or requests about any ***ImageCELS*** library or other ***ImageCELS*** products, please contact your Authorized ***ImageCELS*** Reseller or **IMAGETECTS** by calling (408) 252-5487 between 10:00am - 5:00pm PST, Monday through Friday. Twenty four (24) hour FAX number is (408) 252-7409.

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