

Allegorithmic FAQ

Summary Statement:

Adobe Acquires Allegorithmic, the Leader in 3D Editing and Authoring for Gaming and Entertainment Industry Standard for 3D Textures and Materials Behind AAA Gaming Titles and Award-Winning Movies Coming to Creative Cloud

Adobe has acquired [Allegorithmic](#), makers of Substance, the industry standard for 3D textures and material creation in game and video post-production. By combining Allegorithmic's Substance 3D design tools with Creative Cloud's industry-leading imaging, video and motion graphics tools, Adobe will empower video game creators, VFX artists working in film and television, designers and marketers to deliver the next generation of immersive experiences.

With the acquisition of Allegorithmic, Adobe takes a powerful step forward in adding expanded 3D and immersive workflows to Creative Cloud and provides Adobe's core customer base of designers a new set of tools for 3D projects.

General Questions:

What did Adobe announce today?

Adobe has acquired Allegorithmic, a France-based software company that specializes in 3D texturing solutions. Allegorithmic's Substance 3D design tools are the industry standard for 3D texturing and material creation and are mission-critical to 3D workflows in the gaming and entertainment industries. The use of Substance tools is also quickly expanding in the fields of marketing product visualization, retail and e-commerce.

What is included as part of the acquisition?

Adobe has acquired all of Allegorithmic, including its product portfolio of 3D texturing solutions:

- Substance Designer – A tool for creating 3D materials.
- Substance Painter – A tool for applying materials to 3D objects.
- Substance Source – An online library of 3D material assets.

Why is Adobe acquiring Allegorithmic?

Soon, every company in every industry will need to transform into an experience business to delight their end-users and stay competitive. Immersive and 3D content will be an important medium to achieve this. An integrated solution that combines Adobe's imaging and motion graphics tools with Allegorithmic's 3D design tools will enable us to empower designers in all industries to deliver immersive experiences, while reducing cost and time-to-market.

Are employees from Allegorithmic joining Adobe?

We anticipate Allegorithmic employees will transition to Adobe and become Adobe employees.

Who are some of Allegorithmic's top clients?

Allegorithmic has a diverse customer base across gaming, film and television, ecommerce, retail, automotive, architecture, design and advertising industries, including leading creative brands like

Electronic Arts, Ubisoft, BMW, Ikea, Louis Vuitton, Foster + Partners and more. Allegorithmic is the recognized leader in 3D material and texture authoring for most AAA gaming franchises, including *Call of Duty*, *Assassin's Creed* and *Forza*, and the tools used in the making of award-winning movies including *Blade Runner 2049*, *Pacific Rim Uprising* and *Tomb Raider*.

Was Adobe a previous investor of Allegorithmic?

Yes, Adobe has been an investor in Allegorithmic since 2017.

How will this benefit Creative Cloud and Allegorithmic customers?

There's an increasing appetite from Adobe Creative Cloud customers to leverage 3D technology in media and entertainment, retail and marketing to design and deliver fully-immersive experiences. Allegorithmic products are a natural complement to existing Creative Cloud apps that are used in the creation of immersive content, including Photoshop, Dimension, After Effects and Project Aero. The combination of Allegorithmic's industry-leading tools with Creative Cloud will further accelerate the rapid expansion for 3D and immersive experiences in gaming and video production, and into new areas such as retail and ecommerce experiences.

Product Questions:

How is this acquisition related to the development of Project Aero?

With the acquisition of Allegorithmic, Adobe takes a powerful step forward in building a robust creativity platform for 3D and immersive workflows of the future. Allegorithmic products are a natural complement to our existing immersive media offerings, including Photoshop, Dimension, After Effects and Project Aero.

Are there plans to integrate Allegorithmic technology with existing Adobe Creative Cloud tools?

Creative Cloud is the creativity platform for all, with everything creators need to tell their story in whatever medium they choose, and Allegorithmic products are a natural complement to our existing immersive media offerings, including Photoshop, Dimension, After Effects and Project Aero.

We plan to continue Allegorithmic integration - already present with Adobe Dimension and Adobe Capture - with other Creative Cloud apps to deliver seamless interoperability and improved collaboration. Expanded integration with Adobe Creative Cloud's industry leading platform will further strengthen productivity and expand creative workflows.

Where can I learn more about Allegorithmic and their products?

For additional information about Allegorithmic and their Substance product line of 3D design tools for texturing and material creation visit: www.allegorithmic.com
You can also find information on integration with [Creative Cloud](#) and more specifically with [Photoshop](#), [Dimension](#), and [After Effects](#).

Pricing Questions

Do you intend to change Allegorithmic pricing?

At this point there are no changes to offerings or pricing for Allegorithmic customers.

What will happen to existing Allegorithmic customers? Will they need to subscribe to Creative Cloud?

Allegorithmic tools are already offered as a subscription service to individuals and enterprise customers, and in the future Adobe will focus on expanding the availability of Allegorithmic tools via subscription. Otherwise, there will be no changes to offerings or pricing for Allegorithmic customers.