

**Announcement:
Strata 3D Partners Mediasoft Integration:**

Mediasoft Integration Pte Ltd has partnered Strata 3D, the developer and publisher of Strata range of 3D animation software. Having more than 150 resellers around the Asia Pacific region, Strata 3D will be available to our customers and our resellers. Mediasoft Integration's **CEO, Mr. Jaishankar Dubey** commented, "*Strata is a very established company and is one of the oldest and most reliable brands in 3D, it is also well-followed in the Macintosh market segment and we are happy to have the product within our distribution portfolio.*"

Strata 3D's **President Mr. Dennis Derrick** approved this partnership at South East Asian level and said, "*Strata is pleased to work with a market leader such as Mediasoft.*" He further confirmed how the two companies have similar goals. "*Mediasoft and Strata share the same goal, which is to bring powerful, yet easy to use professional design software to the graphic designers and artists of South East Asia.*" The two companies consider this partnership vital and have integrated plans that are for the long term.

The sentiments were also underlined similarly by Mediasoft Integration Pte Ltd's **Research & Development Manager for Strategic Channels and Information Systems, Mr. Santosh J. Dubey**, who confirmed the long term plans the company has for Strata-range, "*Our research and Strata brands' evolution has certainly opened more market segments, in terms of channel strategies for our respective companies. With the integration of Photoshop applicability, users are given access to a very intuitive option for 3D art work, thus we are given a bigger strategic market segment*". Strata is one of the most versatile 3D applications today as users are able to not only produce commercial-quality animation, they are also able to integrate conventional artwork and design through integration with Photoshop by Adobe Systems. **Santosh J. Dubey** continued, "*Strata user base here will be integrated in a community with the assistance of Strata in the US and we will try and expand their user-base here,*" he explained.

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For resellers who wish to sell Strata in this territory, please contact:

Reseller Registrations

Tel: 65 64449390 (ext. 5)
Email: info@mediasoft.com.sg

For more information regarding the products, please visit the following websites:

<http://www.strata.com>
<http://www.mediasoft.com.sg>

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