

Sad Cat Software Announces Ormr Beta - a New Non-Destructive, Procedural Graphics Editor

Ormr features the first completely non-destructive, procedural workflow, seamless raster and vector integration, universal 16-bit per channel color depth, and extensive file format support

Toronto, Ontario – April 3, 2014 – Sad Cat Software is proud to announce the immediate start of a public Beta-testing stage for Ormr, a new non-destructive, procedural graphics editor. Ormr is the first editor to store every action applied to a document separately, providing users with a readily-editable history organized by layer.

With Ormr, users can adjust vector shape attributes after applying numerous shape edits, tweak any filters and effects they have previously applied to the document, and even change brush shape and parameters in an already created brush stroke. In addition to its non-destructive approach, Ormr also provides all other tools necessary for professional graphics work, including seamless vector and raster primitive integration, import of all popular image formats, best-in-class Adobe® Photoshop® Format (PSD) import with layers, groups, and layer blending effects, universal 16-bit per channel color depth and digital tablet support.

“Ormr is the first total rethink of a graphics editor from the ground up in at least the past ten years. The core idea of our redesign has been to give the artists as much creative freedom as possible without compromising any ease of use,” said Oleg Samus, Sad Cat’s CEO. “When you see how existing brush strokes suddenly become editable, how no changes are ever lost, how you can come back and tweak any filter or effect you have ever used – it becomes an incredibly empowering experience.”

While at first sight Ormr presents a familiar graphics editor user interface, it provides some unique features and abilities by storing each operation the user performs separately. This approach presents artists with new workflows that were not available previously. For example, if the user applies a contrast adjustment operation to a portion of the image selected with the Magic Wand tool, the original mask parameters always remain editable - which means the user can come back and adjust not only the tolerance threshold of the Magic Wand selection, but also its starting point and all other settings. It's also possible to add additional mask operations at any time during the editing process for each individual action.

Similarly, if the user draws a brush stroke and then uses other operations such as scaling or erasing portions of it, the original brush stroke always remains editable. This allows the artist to change the stroke’s brush shape, opacity, color, or even more advanced attributes such as scattering and flow at any time.

Ormr gives artists further power by seamlessly integrating both raster and vector primitives together. This allows artists to start with a preset vector shape, add extra vertices or change their position, then apply a purely raster effect such as Gaussian blur – and be able to always come back to the original vector shape and edit it again.

Recognizing that no editor stands alone, but rather becomes part of a mixed production environment, Ormr not only supports all popular image formats, including various RAW camera file types, but also ships with an extensive PSD file format importer. Ormr’s PSD capabilities include not just importing

separate layers and groups, but also masks on both, all layer blending modes, and even layer blending effects such as drop shadows, bevels and glows.

Availability and Pricing

Ormr Beta is available immediately worldwide. The users have a choice of downloading either a free, time-limited public Beta license, or ordering the Full license immediately for \$24.99 after a promotional 50% discount.

About Sad Cat Software

Sad Cat Software is a mobile and desktop application development studio. Founded in 2009, Sad Cat Software specializes in games, simulations and graphics editing applications, with a number of notable successes featured on front pages of several prominent App Stores.

Website: <http://www.getormr.com>

Media Resources: <http://www.getormr.com/press>

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