



POLITÉCNICA

"Engineering the future"

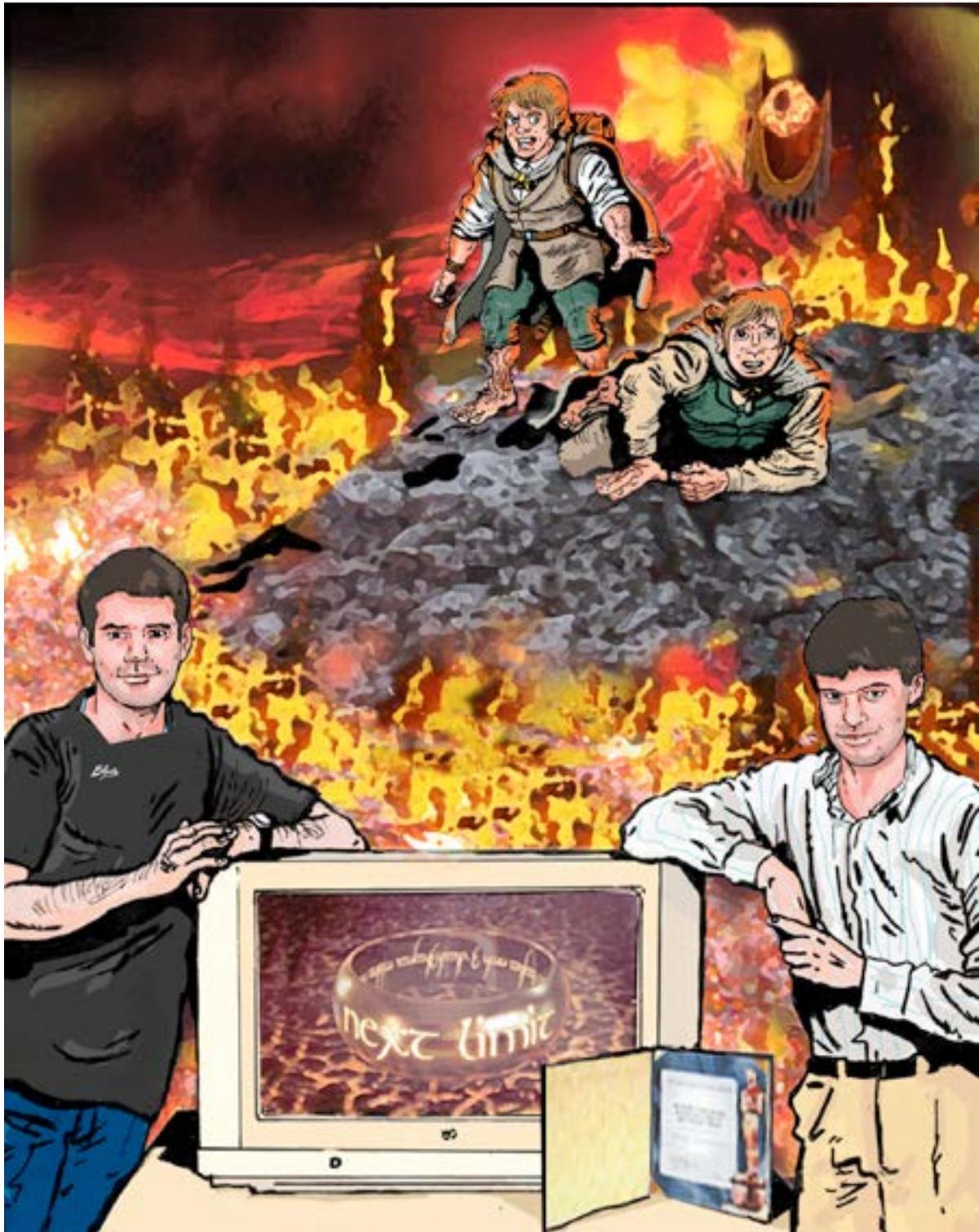
INTERNATIONAL
CAMPUS OF
EXCELLENCE

UPMCOMIC
THE HIGHER EDUCATION ADVENTURE

REAL PROJECT

6

May 2013



Next Limit

CELEBRATING ITS 15TH ANNIVERSARY

Simulation software enterprise

started up by School of Naval Engineering (ETSI Navales) and School of Aeronautical Engineering (ETSI Aeronáuticos) alumni

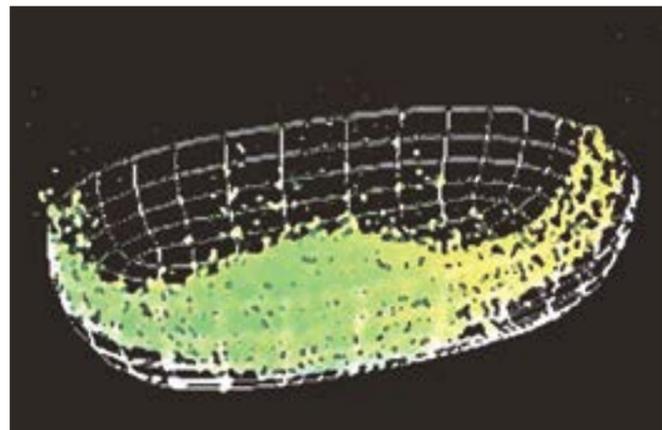
IN THE LATE 1990s, VICTOR AND IGNACIO WERE JUST TWO UPM STUDENTS, ONE AT THE SCHOOL OF NAVAL ENGINEERING AND THE OTHER AT THE SCHOOL OF AERONAUTICAL ENGINEERING, WHO WERE FORMING SIMILAR INTERESTS. THEY WERE OBLIVIOUS TO THE FACT THAT FATE WAS TO BRING THEM TOGETHER YEARS LATER AT THEIR FIRST JOB.



THE FRUIT OF THAT WONDERFUL STROKE OF LUCK WAS THEIR FIRST SIMULATION, WHICH DEVELOPED, IN TIME, INTO REALFLOW. ONE AFTERNOON THEY DECIDED TO TRY OUT A NEW ALGORITHM, WHICH THEY LEFT RUNNING ALL NIGHT.

FULL OF AMBITION AND SELF-CONFIDENCE, THEY LAUNCHED THEIR VENTURE IN PURSUIT OF THEIR DREAM.

THEY RETURNED THE NEXT MORNING TO CHECK THE RESULTS. WHAT THEY FOUND ON SCREEN WAS A SIMULATION OF PARTICLES BEHAVING LIKE A FLUID. CHEMISTRY AND LIKE IDEAS ON THE WORLD OF COMPUTER GRAPHICS RIPENED THIS SEED AND BROUGHT TO FRUITION NEXT LIMIT TECHNOLOGIES.



THEY DECIDED TO TRY THEIR LUCK ON THE AMERICAN MARKET, PACKED THEIR BAGS AND SET OFF FOR LOS ANGELES WHERE THEY EXHIBITED AT SIGGRAPH, THE WORLD'S MOST IMPORTANT COMPUTER GRAPHICS FAIR, FOR THE FIRST TIME IN 1999.



THEIR FIRST SOFTWARE APPLICATION WAS REALFLOW, A PHYSICAL SIMULATOR STRATEGICALLY TARGETING THE DIGITAL EFFECTS MARKET. REALFLOW IS CAPABLE OF CREATING COMPLEX SCENES IN WHICH THE ELEMENTS OF NATURE PLAY THE LEAD ROLE: LAVA FLOWING FROM AN ERUPTING VOLCANO IN THE RETURN OF THE KING, PART OF THE LORD OF THE RINGS TRILOGY, A STORM AT SEA IN POSEIDON, SPATTERING BLOOD IN 300 AND MANY OTHERS...

REALFLOW SOON BECAME THEIR STAR PRODUCT, FOR WHICH THEY RECEIVED THE RECOGNITION OF THE NORTH AMERICAN VISUAL EFFECTS MARKET.



IN 2008 THEY WERE AWARDED THE TECHNICAL ACHIEVEMENT OSCAR, TO WHICH THEY ADDED OTHER NATIONAL PRIZES LIKE THE SEGUNDO DE CHOMÓN AWARD.



THEIR NEXT PRODUCT, MAXWELL RENDER, WAS A LIGHT SIMULATOR CAPABLE OF CREATING IMAGES THAT ARE ALMOST INDISTINGUISHABLE FROM THE REAL THING. ARCHITECTS, ENGINEERS OR DESIGNERS CAN USE THE PHOTO QUALITY SYNTHETIC IMAGES THAT THIS CAMERA SIMULATOR CREATES TO VISUALIZE THEIR DESIGNS ON SCREEN AND OPTIMIZE THEIR PRODUCTS BEFORE THEY ARE BUILT PHYSICALLY.

THANKS TO THEIR BACKGROUND, THEY WERE ABLE TO SPOT POTENTIAL MARKETS IN THE ENGINEERING WORLD.



THE INJECTION OF NEW TALENT AND THE DESIGN OF NEW ALGORITHMS RESULTED IN XFLOW. XFLOW IS A NEW FLUID SIMULATOR FOR NAVAL, AUTOMOTIVE AND AERONAUTICAL DESIGN APPLICATIONS.

THE SOURCE AND EXCLUSIVE MEANS OF PROGRESS AT NEXT LIMIT IS ITS R&D STRATEGY. SO, THEY ARE NOW PARTNERING MEDICAL PROJECTS EXPLORING THE FIELD OF BIOTECHNOLOGY ON. NEXT LIMIT IS NOW A BIG FAMILY WITH TALENTED MEMBERS OF DIFFERENT NATIONALITIES AND FROM DIFFERENT FIELDS, INCLUDING MATHEMATICS, PHYSICS, COMMUNICATION AND MARKETING. THIS HI-TECH ENTERPRISE IS AN EXAMPLE OF HOW TWO ENTERPRISING, INNOVATIVE, WELL-TRAINED UPM ALUMNI MANAGED, WITH A LOT OF EFFORT AND HARD WORK, TO SET UP A LEADING SOFTWARE COMPANY.

