



Pixar, Adobe, Apple, Autodesk, and NVIDIA Form Alliance for OpenUSD to Drive Open Standards for 3D Content

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Alliance to Foster Global Collaboration for Universal Scene Description (USD).

SAN FRANCISCO, Aug. 1, 2023 /PRNewswire/ -- [Pixar](#), [Adobe](#), [Apple](#), [Autodesk](#), and [NVIDIA](#), together with the [Joint Development Foundation](#) (JDF), an affiliate of the Linux Foundation, today announced the Alliance for OpenUSD (AOUSD) to promote the standardization, development, evolution, and growth of Pixar's Universal Scene Description technology.

The alliance seeks to standardize the 3D ecosystem by advancing the capabilities of Open Universal Scene Description (OpenUSD). By promoting greater interoperability of 3D tools and data, the alliance will enable developers and content creators to describe, compose, and simulate large-scale 3D projects and build an ever-widening range of 3D-enabled products and services.

Created by Pixar Animation Studios, OpenUSD is a high-performance 3D scene description technology that offers robust interoperability across tools, data, and workflows. Already known for its ability to collaboratively capture artistic expression and streamline cinematic content production, OpenUSD's power and flexibility make it an ideal content platform to embrace the needs of new industries and applications.

The alliance will develop written specifications detailing the features of OpenUSD. This will enable greater compatibility and wider adoption, integration, and implementation, and allows inclusion by other standards bodies into their specifications. The Linux Foundation's JDF was chosen to house the project, as it will enable open, efficient, and effective development of OpenUSD specifications, while providing a path to recognition through the International Organization for Standardization (ISO).

AOUSD will also provide the primary forum for the collaborative definition of enhancements to the technology by the greater industry. The alliance invites a broad range of companies and organizations to join and participate in shaping the future of OpenUSD.

"Universal Scene Description was invented at Pixar and is the technological foundation of our state-of-the-art animation pipeline," said Steve May, Chief Technology Officer at Pixar and Chairperson of AOUSD. "OpenUSD is based on years of research and application in Pixar filmmaking. We open-sourced the project in 2016, and the influence of OpenUSD now expands beyond film, visual effects, and animation and into other industries that increasingly rely on 3D data for media interchange. With the announcement of AOUSD, we signal the exciting next step: the continued evolution of OpenUSD as a technology and its position as an international standard."

"At Adobe, we believe in providing artists a set of flexible and powerful solutions running on a variety of devices," said Guido Quaroni, Senior Director of Engineering, 3D&I at Adobe. "Leveraging a common 3D data representation during the creative process multiplies the value brought by each package and device. OpenUSD was created to be one of these 'multipliers' and we are excited to see a diverse group of companies joining together to support this innovative and open technology."

"OpenUSD will help accelerate the next generation of AR experiences, from artistic creation to content delivery, and produce an ever-widening array of spatial computing applications," said Mike Rockwell, Apple's vice president of the Vision Products Group. "Apple has been an active contributor to the development of USD, and it is an essential technology for the groundbreaking visionOS platform, as well as the new Reality Composer Pro developer tool. We look forward to fostering its growth into a broadly adopted standard."

"Whether you're building CG worlds or digital twins or looking ahead to the 3D web, content creators need a cohesive way to collaborate and share data across tools, services, and platforms," said Gordon Bradley, Fellow, Media & Entertainment, Autodesk. "Autodesk is excited to support the Alliance for OpenUSD as it drives 3D interoperability for visual effects, animation, and beyond, and supports our vision to help customers design and make a better world."

"OpenUSD gives 3D developers, artists, and designers the complete foundation to tackle large-scale industrial, digital content creation, and simulation workloads with broad multi-app interoperability," said Guy Martin, Director of Open Source and Standards at NVIDIA. "This alliance is a unique opportunity to accelerate OpenUSD collaboration globally by building formal standards across industries and initiatives to realize 3D worlds and industrial digitalization."

AOUSD steering committee members will be speaking at both the Academy Software Foundation's Open Source Days on Aug. 6 and at the SIGGRAPH conference at the [Autodesk Vision Series](#) on Aug. 8 at 1 p.m. PT in Room 404A.

To learn more about AOUSD and how to get involved, visit www.aousd.org. To tune into the Academy Software Foundation panel on USD on Aug. 6, 2023, visit [the website](#).

[View Quotes from Members and Supporters](#)

About the Joint Development Foundation

The Joint Development Foundation (JDF), part of the Linux Foundation Family, provides the corporate and legal infrastructure to enable organizations to develop technical specifications, standards, data sets, and source code. JDF projects such as Ultra Ethernet Consortium, Alliance for Open Media, Coalition for Content Provenance and Authenticity, and Overture Maps Foundation innovate markets, lead change, and champion open participation and licensing policies. For more information, please visit us at jointdevelopment.org.

About the Linux Foundation

The Linux Foundation is the world's leading home for collaboration on open source software, hardware, standards, and data. Linux Foundation projects are critical to the world's infrastructure including Linux, Kubernetes, Node.js, ONAP, PyTorch, RISC-V, SPDX, OpenChain, and more. The Linux Foundation focuses on leveraging best practices and addressing the needs of contributors, users, and solution providers to create sustainable models for open collaboration. For more information, please visit us at linuxfoundation.org.

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