# THE WILD

**FOR IMMEDIATE RELEASE**

**THE WILD RELEASE v0.7 ALLOWS USERS TO CREATE, IMPORT, VIEW, AND MANAGE CONTENT WITH THE NEW macOS APP**

Portland, OR –December 19, 2018 – Today, The Wild announced an update to their proprietary, cloud-based platform that enables designers to create and share immersive experiences using any device. Now, in addition to PC, iOS, VR and AR, users of The Wild now have the option to create, import, manage content, and view spaces in The Wild directly from their Mac.

"The macOS app is a game changer for 3D presentation," according to The Wild founder and CEO Gabe Paez. "To have the option to access The Wild using one of the most ubiquitous platforms in the spatial design field will open up the opportunity for stakeholders working in retail design, architecture, interior design, and experience design agencies by allowing them to participate in the design iteration and decision-making process directly from their Mac."

Macs have traditionally not been known to handle intensive graphics applications. Apple has made huge strides in the past year to provide better graphics cards that can support real-time platforms like The Wild. The Wild has made a massive effort to optimize for macOS and is poised to support virtual reality on Mac once it is available.

Also new in The Wild is the ability for designers to directly import SketchUp files (.skp) as spaces in The Wild. This process automatically creates a collection of assets from components in the SketchUp file, streamlining the design workflow into a simple process. SketchUp is one of the most popular 3D modeling applications widely used by spatial designers, and more specifically, architects, retail, and interior designers.

With this latest release, The Wild's goal to bridge the divide between our virtual ideas and physical reality just got a lot closer. Paez adds, "The Wild puts control into the hands of every user by allowing them to peer into and share a space with anything from a VR headset to an iPad, PC, or now even a MacBook Pro."

**About The Wild**

Founded in 2017 by Gabe Paez, a veteran of the digital design industry, The Wild platform was developed to help design teams of all kinds work better together by creating, collaborating, and iterating in shared virtual space. Built for rapid ideation, The Wild connects people and their creative ideas across distance into a shared experience. Additional information on The Wild launch can be found at thewild.com/press. For more information about the company, visit thewild.com.

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