



RESELLER KIT

What a reseller needs to list and sell Entropy: the product facts, copy ready to use, answers to the questions buyers ask, system requirements, and a short company description.

IN THIS KIT

00_DOCUMENTS	This document.
01_WILD_CONSTRUCT_LOGOS	Wild Construct logo and spark icon, in color, black, gold and white. SVG and PNG.
02_ENTROPY_BRAND	Entropy lockup (color, black and white) and icon. SVG and PNG.
03_PRODUCT_IMAGES	Hero stills, feature stills and interface screenshots.
04_VIDEO	The Entropy announcement video.

When facts conflict, this document wins, then the Entropy page at wildconstruct.com.

01 PRODUCT DATA SHEET

COMPANY	Wild Construct
PRODUCT	Entropy (list as "Wild Construct Entropy")
CATEGORY	GPU particle instrument for Adobe After Effects
PRICE	\$299 USD. Available now
LICENSE	Perpetual
INCLUDED UPDATES	Two years from the date of purchase. Renewable for two more years at \$99 USD
ACTIVATIONS	One license activates up to two machines
PLATFORMS	macOS (Apple Silicon) and Windows
TRIAL	7 days, every feature, no card needed
REFUNDS	Within 7 days of purchase

02 PRODUCT COPY

TAGLINE

Particles are supposed to be the fun part.

ONE-LINE DESCRIPTION

A GPU particle instrument for After Effects, built for motion you can steer, revise, repeat and own.

SHORT DESCRIPTION

Entropy is a particle instrument for Adobe After Effects that keeps complex motion directable. Build with GPU particles, real geometry and materials, volumetric rendering, tracers, formula-driven emitters, cascading systems and art-directable forces, then keep revising without rebuilding the shot. It runs on Mac and Windows, and one \$299 perpetual license covers two machines and two years of updates.

LONG DESCRIPTION

Particle systems are usually easy to start and expensive to revise. Entropy is built the other way round: changing direction should be cheap enough to stay part of the creative process. Simulation and rendering both run on the GPU, so motion is shaped in a responsive preview instead of waiting on a render before deciding what to change.

Rendering goes past flat sprites. Entropy renders real geometry with lighting, reflections, transmission and refraction; volumetric density for smoke, dust and atmosphere; and tracers that turn the paths particles travel into visible form. Emitters draw on the text, masks, layers, meshes, paths and formulas already in the composition, systems can have children and subchildren, and forces such as turbulence, vortex, attractor and spring are made to be art-directed, not reseeded until something works.

Entropy runs inside After Effects on Mac and Windows, with lighting, motion blur, depth of field, presets and live look development in its Composer, and an interface in all 10 After Effects languages. One \$299 perpetual license activates two machines and includes two years of product updates.

FEATURE BULLETS

- GPU particle simulation and rendering
- Volumes for smoke, dust, clouds and atmosphere
- Sprite, Geometry, Volume and Tracer modes
- Formula-driven forms, animated by modulators
- Multiple independent systems in one design
- Lighting, motion blur and depth of field
- Perpetual license, two machine activations
- Real geometry with reflection and refraction
- Tracers that draw every particle's path
- Emit from text, masks, layers, meshes and paths
- Parent, child and subchild systems
- Turbulence, vortex, attractor, spring and more
- Presets and live look development in Composer
- Interface in 10 languages

03 FAQ

Is it a subscription?

No. Entropy is a perpetual license with two years of updates from the date of purchase. After that the licensed version keeps working; new versions stop unless the customer renews updates, at \$99 for two more years.

How many computers can I activate?

Two. A computer can be released from the Licensing window in Entropy or from the customer's account page.

Is there a trial?

Yes. The 7-day trial has every feature and needs no card. A trial key activates one computer, and there is one trial per person. Renders carry a watermark until the trial key is activated in After Effects.

Which versions of After Effects does it support?

After Effects 2025 or 2026. Versions 2024 and earlier are not supported.

Do I need an NVIDIA GPU or CUDA?

No. Entropy is not a CUDA product. It runs on Metal on Apple Silicon Macs and on Direct3D 12 on Windows, with NVIDIA, AMD or Intel graphics.

What can Entropy render?

Four render modes: Sprite, Geometry, Volume and Tracer. Geometry takes real materials with lighting, reflection, transmission and refraction; Volume makes smoke, dust and atmosphere; Tracer draws the paths particles travel. Systems with different modes can share one design.

What can particles be emitted from?

Text, masks, After Effects layers, meshes, paths, and formula shapes such as waves and spirals. Modulators can animate a formula shape over time, so the form driving the motion moves too.

Can I use it commercially?

Yes, including client work.

Can a license be transferred or resold?

No. Licenses are non-transferable and are for the buyer's own use. For a studio or other arrangement, contact support@wildconstruct.com.

04 SYSTEM REQUIREMENTS

HOST APPLICATION	Adobe After Effects 2025 or 2026. Versions 2024 and earlier are not supported.
MACOS	Apple Silicon (M1 or later), macOS 15 Sequoia or macOS 26 Tahoe. Intel Macs are not supported. Graphics: Metal.
WINDOWS	Windows 10 or 11, 64-bit, with a DirectX 12 GPU at Feature Level 11_1, or 11_0 with Resource Binding Tier 2. NVIDIA, AMD and Intel GPUs that meet it are supported. Graphics: Direct3D 12. NVIDIA and CUDA are not required.
MEMORY	16 GB minimum; 32 GB recommended for daily production work. No graphics memory minimum is published: performance scales with the GPU and the scene.
LANGUAGES	English, German, Spanish, French, Italian, Brazilian Portuguese, Russian, Japanese, Korean and Simplified Chinese
ACTIVATION	An internet connection is needed to activate a license key.
INSTALLER	One installer per platform: .pkg on Mac, .exe on Windows.

05 WILD CONSTRUCT BOILERPLATE

VERY SHORT

Wild Construct builds instruments for motion work: professional creative tools designed to stay steerable, revisable and owned by the artists who use them.

SHORT

Wild Construct is an Austin-based creative software company building instruments for motion work. Its tools are designed around directability, fast iteration and ownership. Its products are Entropy, a GPU particle instrument for Adobe After Effects, and Lumen Glow, an optical glow for After Effects, Premiere Pro and Photoshop.

CONTACTS AND LINKS

PRODUCT PAGE	wildconstruct.com/products/entropy
TRIAL	wildconstruct.com/trial/entropy
DOCUMENTATION	wildconstruct.com/docs/entropy
SUPPORT	support@wildconstruct.com , usually answered within one business day