



FOR IMMEDIATE RELEASE

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**BenQ Teams with Reallusion to Boost
Camera Phone Features, Sales**

ENHANCED IMAGING FUNCTIONS ARE KEY SELLING POINTS FOR A500, S670C MODELS

San Jose, CA & Taipei, Taiwan Oct. 18, 2004 – Reallusion Inc.'s unique image enhancement software for camera phones is being featured by BenQ in two different models. BenQ's worldwide marketing campaigns for their A500 and S670C camera phones strongly emphasize the 3D facial morphing capabilities powered by Reallusion's software.

"Change your expression, change your mood," is the BenQ tag line for the S670C, marketed throughout Europe and Asia. Their A500 software is described as "Facemation with 3D Face Morph II - BenQ's new crazy Facemation software, now you can add cool and funky animations over friends' photos. Just choose one of the 10 'expressive' effects to amuse or outrage!" Reallusion's FaceMagic™ is at the core of Facemation.

The FaceMagic™ facial engine is unique in that it implements muscle-level tuning to let users quickly change the expressions and emotions displayed on faces. The auto-fitting engine analyzes images and instantly locates major features including eyes, nose and mouth. This enables automatic and precise 2D/3D facial model creation for image composition, animation and morphing. Cartoon-like extras – including frames, halos, horns, and lipstick marks - can be added for a humorous accent to a picture. Once the key facial features are identified, the selected stamps are automatically positioned in the appropriate place in the image.

"We are very impressed with the capabilities of Reallusion's software," said Chris Liang, BenQ Marketing Senior Manager for the A500. "We feel that by incorporating Reallusion's facial engine into our camera phones we have greatly improved our feature-set and made our products much more attractive to potential buyers. End users really appreciate the added capabilities and spend a lot more time interacting with their handsets."

"BenQ is a great partner," said Chrles Chen, Reallusion CEO. "As a global top-tier manufacturer and marketer, they have the resources to get the best support available."



By choosing Reallusion software, they are affirming our position as the leader in mobile image enhancement products."

Interested parties can view the BenQ commercials for the A500 and S670C online at - <http://mobile.reallusion.com/media.asp#>

ABOUT REALLUSION

Reallusion Inc.'s Mobile Division develops creative, personalized applications for mobile handset vendors, carriers, OEMs and end users. Headquartered in the heart of Silicon Valley, Reallusion maintains R&D facilities in Taipei, Taiwan. For general product information or business development, please contact Randy Duke, Reallusion's Chief Marketing Officer at 408-350-1693 or by e-mail at randy@reallusion.com.

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