



## **For Immediate Release**

### **Company Contact**

Reallusion, Inc.  
John C Martin II  
Director of Product Marketing  
+1-615-347-3840  
[john@reallusion.com](mailto:john@reallusion.com)

## **Reallusion and Skype Connect on Video Avatar Communication**

*Reallusion's CrazyTalk for Skype is certified by Skype for its interactive avatar technology for instant videoconferencing.*

**(San Jose, CA) March 1, 2006** – Reallusion, a premier 3D character animation software developer, announced today its video avatar communication software, *CrazyTalk for Skype*, has been certified by the global internet communication company, Skype™. *CrazyTalk for Skype* enables users to display fully animated characters (or “Avatars”) rather than actual images of themselves on Skype’s video screen - giving users the ultimate power over their own identity during video calls. Skype’s certification inevitably recognizes Reallusion’s quality of avatar communication technology.

“*CrazyTalk for Skype* adds excitement for users at the first sight of an animated talking avatar showing up on their screen. This makes videoconferencing with Skype more fun, personal, and creative,” said John Martin, Director of Product Marketing of Reallusion. “For those who are camera shy (or having a bad hair day), interactive avatars allow them to enjoy Skype video chats without the worry of being seen in person.”

*CrazyTalk for Skype* was developed in response to internet calling users wishing to not show their own image or to add exaggerated expression and emotion to video communications. With *CrazyTalk for Skype* users can show themselves as their favorite animated characters during Skype video calls. Combining video avatars with real-time lip-sync capability, sound, emotion and visual effects, users can personalize avatars to speak exact words and show exact expressions – with just a click away. Moreover, *CrazyTalk for Skype* serves as a ‘virtual camera’, allowing users to participate in video conversations without a PC camera.

Users can download a wide range of animated characters to enhance their videoconferencing on Skype. They can also customize their own characters from any digital photograph using *CrazyTalk™ 4*, Reallusion’s award-winning facial animation software. *CrazyTalk 4* is available on Reallusion’s website ([www.reallusion.com/purchase.asp](http://www.reallusion.com/purchase.asp)), and comes with easy to use interfaces and incredible animation results. Reallusion’s facial morphing technology is used by NTT Docomo for mobile avatar animation in Japan.

With Skype's certification, Reallusion is committed to offering advanced avatar animation to Skype's growing download base of 262 million people worldwide.

"Skype is innovative, energetic and enthusiastic about ground-breaking inventions that can provide the best communicative experience for users," said Charles Chen, CEO of Reallusion. "They offer an excellent software architecture and are very supportive for developers like Reallusion. We are very excited to join this strong and productive cooperation with Skype."

Reallusion has several other advanced software products that give users the ability to easily create and deploy animated characters on a variety of communication platforms including Personal Computers, websites, and mobile phones. Reallusion's position as a leading developer of animated characters and creation tools ensures users the enhanced animation experiences and a bright future based on Reallusion's innovation.

*CrazyTalk for Skype* is freeware and requires Skype 2.0 for Windows XP. More info on *CrazyTalk for Skype* can be found at <http://crazytalk4skype.reallusion.com>

**About Reallusion (<http://www.reallusion.com>)**

Reallusion, a developer of PC animation and mobile graphics software, is focused on providing powerful 3D cinematic animation tools to PC users of all skill levels and furthering the 3D experience of mobile users worldwide. Reallusion's global partnerships with leading PC and mobile hardware companies and distribution with key service providers are paving the way for Reallusion's worldwide expansion. Reallusion's development of core technologies and growing base of intellectual property for PC and Mobile graphics solutions firmly establishes the company as power among emerging growth technology innovators. Parties interested in contacting Reallusion regarding license of the technology are encouraged to reach Reallusion at (408) 573-6107 or [sales@reallusion.com](mailto:sales@reallusion.com)

Reallusion, the Reallusion logo, and CrazyTalk for Skype are trademarks of Reallusion, Inc. All other trademarks included herein are the property of their respective companies.