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FOR IMMEDIATE RELEASE

Reallusion “Goes Real-Time” with Revolutionary Open Filmmaking Platform

***Movies, Models and Motion Unite with “First-Look” at iClone™ 3.0 and CrazyTalk™ 5, and
the Debut of Next-Generation Conversion Tool***

The Future Unfolds at SIGGRAPH 2007, August 7-9, Booth #1829

SAN DIEGO, CA, August 6, 2007—Reallusion, a leading-edge software developer providing Hollywood-like 3D moviemaking tools for PC and embedded devices, today announced the details of its new open filmmaking platform, which will make its debut at SIGGRAPH 2007, August 7-9, at the San Diego Convention Center.

Under the banner of “Go Real-Time: Movies, Models and Motion,” Reallusion’s new platform will include the debut of a revolutionary new conversion tool as well as a “first-look” at the next-generation of its popular and award-winning iClone™ and CrazyTalk™ applications.

A “First-Look:”

The iClone 3 and CrazyTalk 5 Siggraph first-look unveils the forthcoming powerful updates to Reallusion’s real-time filmmaking and facial animation toolset. Advancements in the real-time rendering engine and animation controls allow students, directors, animators and previsualization pros to compose complex scenes quickly with game-play directing.

iClone™ 3.0:

With its predecessor boasting a 5-star review from C|NET and an install base of over 400K, iClone™ 3 includes an enhanced real-time engine, new features and updated tools. iClone directing evolves with game-style right click reticule menus, in-screen picking and editing of objects, new multi-camera and lighting system, multiple undo, dynamic look-at constraint and automatic link-to for connecting characters to objects. The visual enhancements showcase real reflection & refraction, environmental sky, water and terrain elements with character terrain following, facial normal mapping and mip map. iClone 3 character animation improves with motion path draw and follow, in-scene motion editing, IK & FK animation. Character conversation and facial animation also advances with timeline tracks for multi-layers of character dialogue with (CTS) CrazyTalk files.

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CrazyTalk™ 5:

Now in its fifth generation and, with 6 million downloads, one of the most popular **Skype™ Extras**, CrazyTalk™ enters the next generation with a host of new features. CrazyTalk 5 showcases advancements in the core facial animation technology with finer facial fitting for multiple character styles including people, animals, cartoons and nonhuman characters. Finer fitting is achieved in Crazy Talk 5 with Bezier curve facial fitting, smoothed eyes, and multiple 3D profile options for fitting various facial types.

CrazyTalk 5 motion clips and updated timeline also offer easier facial animation editing and control with timeline data grouping and a revolutionary GUI interface for facial emotion editing. CrazyTalk 5 features all combine with iClone 3 for the ultimate in real-time facial animation interoperability.

A Revolutionary New Tool:

3DXchange is Reallusion's revolutionary new tool which allows content from 3D model banks and almost any major authoring application to be quickly transformed into real-time animations. Intended for both the prosumer and enthusiast market, 3DXchange supports most 3DS or OBJ files, which then can be imported into iClone™ 2.0, Reallusion's award-winning filmmaking suite. 3DXchange also loads existing props, accessories or 3D scenes from current iClone content so users can customize an object's position, orientation, size, specularity, shadow or other attribute setting. Props, accessories and scenes can also be generated into massive libraries for both long- and short-form iClone film productions.

Those who wish to "Go Real-Time" with Reallusion's new open filmmaking platform are welcome to stop by the Reallusion's booth at SIGGRAPH (Booth #1829). Reallusion staff will be on hand to answer any questions and offer private demos for members of the media. For more information about Reallusion, visit: www.reallusion.com.

About Reallusion, Inc.

Headquartered in Silicon Valley, Reallusion is a leading-edge software developer providing Hollywood-like 3D cinematic animation tools for PC and embedded devices. Reallusion's pioneering storytelling technology excelling at character animation, facial morphing and voice lip-sync allows fast creation of interactive avatars for 3D real-time filmmaking and previsualization for professional post-production.

Our powerful yet easy-to-use tools make character animation accessible to PC users of all skill levels. Reallusion's development of core technologies and growing base of intellectual property firmly establish the company as power among emerging technology innovators, furthering our graphic and imaging embedded kernels to top-brand device manufacturers worldwide. Its products, including its acclaimed iClone machinima software and its freeware avatar animation tool CrazyTalk for Skype, have been featured in Second Life and on CBS News, in addition to receiving glowing reviews from USA TODAY, C|NET and PC World. For more information, visit: www.reallusion.com.

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