



FOR IMMEDIATE RELEASE

Reallusion and DAZ 3D Partner to Bring Real-Time Filmmaking, 3D Content to the Masses

Aspiring Filmmakers Will Now “Go Real-Time” with “Movies, Models and Motion”

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

SAN DIEGO, CA, August 8, 2007—Reallusion, a leading-edge software developer providing Hollywood-like 3D moviemaking tools for PC and embedded devices, and DAZ 3D™, a market leader in 3D software and digital content creation, today announced a strategic partnership to bring real-time filmmaking and 3D content to the masses.

Thanks to this partnership, users will be able to import content created in DAZ Studio™ or purchased from DAZ 3D’s deep library of professional content into iClone™, Reallusion’s popular and award-winning real-time filmmaking engine, using Reallusion’s recently released 3DXchange™ object conversion tool. The result will be a truly open filmmaking platform that will empower aspiring filmmakers of all stripes to, in the words of Reallusion’s theme for SIGGRAPH 2007, “Go Real-Time” with “Movies, Models and Motion.”

“DAZ Studio and Reallusion’s iClone is a powerful combination that connects our customers and DAZ 3D’s content library to a new era of real-time movie making powered by Reallusion’s iClone,” said Dan Farr, CEO, DAZ 3D. “With iClone, users gain access to a robust application with community of more than 400K strong and a tool whose feature set of pre-loaded props and 3D scenes recently received a coveted 5-star review from C|NET.”

“Reallusion is excited to support leading 3D creation tools like DAZ Studio,” added Charles Chen, CEO, Reallusion. “For us, it’s a wonderful validation and the next phase in that democratization of content known as Web 2.0. Together we want to do for filmmaking what digital cameras have done for photography.”

To help realize these ambitious goals and to support users of their open filmmaking platform, Reallusion’s 3DXchange supports most 3DS or OBJ files. It also loads existing props, accessories or 3D scenes from current iClone content so users can customize an object’s position, orientation, size, specular, 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.

As a perfect complement to Reallusion’s platform, DAZ Studio is a free software application that allows users to easily create beautiful digital art. Users can use this software to load in people, animals, vehicles, buildings, props, and accessories to create digital scenes. DAZ Studio includes two pre-configured scenes ready to Load and Render within DAZ Studio. By double clicking on the scene thumbnails inside of DAZ Studio, users will marvel at how everything will come on screen posed, lit, and ready to be transformed into a stunning digital image.

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Those who wish to see a demo of how DAZ Studio and Reallusion's iClone will work together 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. Attendees are also encouraged to stop by the DAZ 3D booth (Booth #037) to find out more about their 3D authoring products.

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.

About DAZ 3D™

Founded in 2000, DAZ 3D, Inc, a privately-held company located in Draper, Utah, is a market leader in 3D software and digital content creation. The company's model library is renowned for its high-quality 3D content at the industry's most competitive prices. DAZ 3D also develops powerful software applications that support its content, including Bryce®, a 3D environment and animation package; Carrara®, a complete 3D modeling, animation and rendering solution; DAZ Studio™, a free 3D digital art creation tool; Hexagon™, polygonal modeling software for the creation of 'ready-to-render' 3D models; and Mimic™, a lip-synching application. DAZ 3D products have been used in many professional productions, television shows and print publications such as "X-Men 2," "Spiderman," "Average Joe," "48 Hours," The Wall Street Journal, Popular Science, Scientific American, and the History Channel. For more information, visit the company's Web site at www.daz3d.com.

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