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FOR IMMEDIATE RELEASE

Simple Real-Time Filmmaking with Reallusion.

Empower Students with user-friendly animation and filmmaking skills when Movies, Models and Motion Unite with iClone™ 2.5 and New CrazyTalk™ 5 from Reallusion.

NORTHAMPTON, UK, November 1, 2007 — Reallusion, a leading-edge software developer is dedicated to provide affordable and easy-to-use software products that create professional level image enhancement and 3D graphic animation on any Windows™ PC.

The company demystifies the art of computer animation through real-time storytelling software that has been designed to follow the imagination and simplify complex animation techniques. Students engage in interactive learning with iClone and CrazyTalk as they are able to learn through the use of animation recognizing the value of teamwork and gain increased social skills with hands-on experience.

Empower students with simple filmmaking skills with iClone. iClone 2.5 delivers fast facial animation, character generation, special visual effects and scene production tools. 3D animation software usually comes with an intensive learning curve making it nearly impossible to introduce to students, but with iClone the software can be a bridge to introduce professional 3D animated storytelling technology to the classroom where the students can get excited by seeing their results immediately. Using easy wizards and photo-based character design with an entire cast of advanced actors that are ready to animated, iClone 2.5 is real-time moviemaking inside virtual worlds with video game-like create-and-cast character construction.

Take any digital image and animate it with CrazyTalk. CrazyTalk 5.0 places the power of puppetry in the palm of your hand with real-time facial animation. Just a single photograph, recorded or imported audio, and Crazy Talk's powerful facial morphing animation technology are all you need to begin creating speaking actors from any digital image. Transform photos, historical figures, authors, fine art and classroom artwork into talking characters that come to life with CrazyTalk's automatic lip-sync. The lead time for teacher training with CrazyTalk is a matter of minutes ensuring – in no time at all students can be selecting images and using computers to create avatars for use in emails, video presentations and websites for example.

Creative and easy to use software products that are engaging and fun. Visit the Reallusion stand at BETT 2008 SW118.

For academic information please visit: <http://www.reallusion.com/education/contact.asp>

About Reallusion, Inc.

Headquartered in Silicon Valley, Reallusion is a leading-edge software developer providing Hollywood-like 3D cinematic animation tools for PC and mobile platforms. 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. Their 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 their graphic and imaging embedded kernels to top-brand device manufacturers worldwide.

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