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iClone Tops List of Innovative Educational Technologies

NORTHAMPTON, UK, December 17, 2007 — Reallusion's iClone animation software expands animation and education from watch-and-learn to play-and-create with creative construction tools for teachers and students. Animation and education have long been a combination in learning technologies teaching curriculum through entertaining media and during the 2008 BETT educational technology event, Reallusion's iClone is in the spotlight as one of this year's most innovative classroom technologies. Visit Reallusion at BETT January 9-12 and experience iClone, 2008 BETT Award finalist in the "Creative and Constructive Tools" category, at stand number SW118.

Classrooms continually tasked with incorporating new technologies will find an exciting new world of moviemaking inside iClone. iClone offers teachers and students an easy to learn virtual movie studio able to support animation projects to cover any curriculum. iClone's 3D real-time filmmaking brings the magic of animation to the desk of students promoting teamwork, creative writing and computer literacy.

Using only photos and with just a few clicks, students and teachers can easily create a fully animated cast of characters that become instant animated actors or virtual classroom instructors. Got a photo of a famous historical figure or even one of the students, iClone can bring it to life as a 3D talking actor, customize it with original CloneCloth outfits made by students and make it speak with recorded audio and automatic lip-synch. Easily control character movement and animation using click-and-apply motions included with the iClone content library. Students and teachers are able to create movies featuring their characters inside iClone's videogame-like interactive environment. Classroom projects powered with technology students identify with makes it easier for teachers to connect to the busy tech savvy minds of today's youth.



Brian Richardson, ICT development teacher at the Newcastle City Learning Centre recently introduced iClone into his classroom teaching pupils the works of William Shakespeare. The group of P6 students learned interactively as they recorded audio from the script of *Macbeth* and

used iClone to create actors for the play from iClone's character library. Mr. Richardson was amazed at how his students engaged with learning history and *Macbeth*.

"iClone was a smash hit. What I did not expect was that the pupils engaged with it so much they wanted to come back after school to use it. The teachers were amazed with the impact it had on pupils," said Mr. Richardson on the impact iClone made with this classroom.

Classrooms creating with iClone instantly connect to over 200,000 free 3D models through partnership with iClone 3DXchange, Google™ SketchUp and the Google™ 3D Warehouse. Students can access thousands of models to fill their scenes making it easy for students and teachers of any skill level to use models created by professional modelers and freely downloadable. Google SketchUp revolutionizes 3D modeling with a simple approach to generating 3D models widely being adopted by educational institutions worldwide. iClone 3DXchange generates massive model libraries for use with iClone making it easy to convert any 3DS, OBJ or Google SKP file directly into iClone.

For additional product information, please visit www.reallusion.com/iclone

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

About Reallusion: <http://www.reallusion.com>

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.

About BETT Awards: <http://www.bettshow.com>

The BETT Awards are the prestigious annual recognition of excellence in educational ICT. Stringently judged, the Awards play a key role in identifying and rewarding innovative technological products and services that are proving to be effective in the education sector.

The 2008 winner in each category will be announced at the BETT Awards ceremony on January 9, 2008.

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