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Media Contact:
Bill Lessard
PRwithBrains
wlessard@prwithbrains.com
(914) 476-6089

Reallusion Streamlines Social Media App.Creation with WidgetCast™

Flash® Web Developers, Interactive Ad Creators Now Have a Micro-App. Tool That Brings the Engagement of Rich-Media to the Browser and the Desktop in Just a Few Clicks

SAN JOSE, CA, August 17, 2009—On the heels of a successful SIGGRAPH 2009 preview, **Reallusion, Inc.**, an award-winning developer of video creation software for real-time 3D animation, today launched **WidgetCast**, a new micro-application tool that makes it easier than ever before for web developers and interactive ad creators to bring the excitement and consumer-engagement of 3D animation to their social media campaigns and branded desktop environments.

“WidgetCast is an extremely practical addition to any Web 2.0 developer’s toolbox,” said **John Martin II, VP, Marketing, Reallusion**. “The micro-application development trend is evolving at such a rapid pace that developers need to build smart rich-media objects on the fly.”

Adding to the useful suite of Reallusion’s creative media tools, WidgetCast is compatible with the output of iClone and CrazyTalk avatars and assets, while constructing royalty-free interactive agents for websites and desktop campaigns.

Key Features:

- Full-featured Flash media authoring
- Hovering web or desktop ad creation
- Support for chroma key to popVideo conversion
- Support for jpg, swf, mp3, flv
- Twitter feed builder
- PowerPoint conversion into Flash
- YouTube video gallery creator
- Picasa & Flickr photo gallery creator
- Yahoo! Interactive Maps
- RSS Feed creator
- Unlimited feature extension with Flash component

Need to transform a YouTube video with a client’s brand icon into a web-based ad and the tech’s gone home for the day? Or how about creating a quick mashup or reusing assets from the latest sales presentation in a mock campaign? No problem. Whatever the challenge, WidgetCast can help get the job done.

What DreamWeaver did for building websites back in the day, WidgetCast does for the Twitter-ized, hyper-connected Web 2.0 world. With WidgetCast, busy web developers or interactive ad

creators can quickly build an interactive object, then post it to the web or export it to the desktop as an Adobe AIR-powered floating avatar.

“Between tighter budgets, staff reduction and the never-ending challenge to deliver compelling rich-media content, expectations are higher than ever,” added Reallusion’s Martin. “WidgetCast gives you that edge that makes the difference between getting that client, hitting that deadline, or not. It’s that simple.”

PRICING and AVAILABILITY

Download versions of WidgetCast are available from the Reallusion Online Store at www.reallusion.com/widgetcast, with the SRP as follows:

- WidgetCast PRO: USD199.95
- WidgetCast Standard: USD69.95
- popVideo: USD99.95

Business site licenses and educational discounts will be available upon request from sales@reallusion.com. Free trials and Reallusion Member Special upgrade packages are also available at the Reallusion website. To find out more about WidgetCast and sample some of the work created using the product, visit: <http://www.reallusion.com/widgetcast/>

About Reallusion, Inc.

Headquartered in Silicon Valley, Reallusion is a leader in the development of 3D cinematic animation tools for consumers, students and professionals. Recognized as an industry pioneer, the company provides consumers with easy-to-use avatar animation, facial morphing and voice lip-sync solutions for real-time 3D filmmaking and previsualization for professional post-production. Reallusion's core technologies are widely used by consumers, gamers and filmmakers to ready their PCs with a total real-time movie studio that plugs-in to the gamer mentality with videogame-like play-to-create technology. Professional content developers equip their studios with Reallusion technology to streamline production efforts to match the lightspeed demands of animation. In addition to PC software, Reallusion is a trusted digital imaging and mobile 3D development partner to brother, Panasonic, Skype and Nokia with embedded applications in leading consumer devices worldwide. For more information, visit www.reallusion.com.

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