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Media Contact:

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

**Reallusion's WidgetCast™ 2.5 Real-time App Platform
Connects Customers with Instant Visual Communication at Web 2.0 Expo**

Marketing Professionals, Flash® and AIR Developers Invited to Experience Rich-Media Marketing with WidgetCast at Booth #903, May 4-5, Moscone West in SF

SAN FRANCISCO, CA, May 4, 2010—**Reallusion, Inc.**, an award-winning developer of video creation software for real-time 3D animation, today unveiled a Web 2.0 Expo San Francisco exclusive -- **WidgetCast 2.5**, the latest version of their popular tool for Flash and Adobe AIR app creation.

"WidgetCast is a wonderful tool for simplifying workflow in any digital publishing environment," said Norris Boothe, VP Product Development, GamePro Media. "We've been testing it internally and even shared WidgetCast with our power-users, who have been experimenting with what WidgetCast can do to aggregate GamePro content."

"Businesses are driven constantly to tweet, blog, upload video and more to deliver the social media experience customers demand. WidgetCast provides a vehicle to brand and deliver all your content into a unified social media app, direct to the desktop with real-time push notification," said John C Martin II, Reallusion's VP of Product Marketing.

WidgetCast Highlights:

- Aggregate & Livecast social media as widgets & apps
 - Design custom interfaces to present your Web 2.0 as a unified app
 - Gather your online Videos, Images, Blogs & Twitter feeds into one experience
 - Easy no-coding recipe for widget creation with WYSIWYG editing
 - Deploy widgets to web or desktop & track progress with analytics
- Build valuable B2C communication
 - Further brand loyalty and customer interaction
 - Consolidate Web 2.0 campaigns (excellent for small or mid-sized business)
 - Educate, recruit & train with content delivery for schools & institutes
 - Build all-in-one information hub for events, organizations & promotions
 - Spread the word with viral sharing features

Since launching in Q4 2009, WidgetCast product has garnered praise from all levels of users, as well as the media, with About.com's Animation Guide proclaiming, "it's useful, it's fun, it's quick." With the debut of WidgetCast 2.5, Reallusion adds such product enhancements as simplified UI, AIR event notifier, self-hosting, faster content updates.

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 - popVideo converts greenscreen video to interactive, hovering web media.

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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