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Reallusion & Texas Instruments showcase new era of 3D educational media for middle school students.

*See the all new, CrazyTalk Animator demoed live for the first time during NMSA.
November 4-6, Booth #131*

BALTIMORE, MD, November 3, 2010—**Reallusion, Inc.**, and Texas Instruments partner in exhibition showcasing today's future-tech of Stereo 3D technology for the classroom during the National Middle School Association .

Texas Instruments, makers of DLP technology offering stereo 3D projection capability is now joining efforts to introduce Reallusion software as a preferred way to bring cinematic stereo 3D creativity into the classroom with a budget that's designed for schools. Reallusion and Texas Instruments are dedicated to providing the total stereoscopic 3D viewing and creation experience for education and presentations beyond.

Creative digital media and computer graphics fill student's lives out of school and largely are what educators are competing against for meaningful visual focus on classroom projects. Megan Power, an educator using CrazyTalkin the Poway, CA Unified School district,

"I was amazed at the energy and excitement the students had for this project once they realized they would be creating a movie using CrazyTalk. Their motivation jumped exponentially!"

Texas Instrument's DLP case evaluation of the Boulder Valley School district, discusses the value of 3D-ready DLP in the classroom.

"We firmly believe that 3D video will open up a world of new, enhanced learning by making visualization a core support for the curriculum." Len Scrogan, Director of Information Technology in Boulder, Colorado and a participant in the Texas Instruments' pilot program with the Boulder Valley School District.

"For example, science classes could enjoy live streaming from an ocean vessel to continuously follow – live – the research being conducted. And there are many companies that are emerging to provide 3D curriculum content that could dramatically enhance classroom learning. We wanted to get ahead of that curve by making smart investments to capitalize on these opportunities."

Students are able to engage with 3D course material with an emphasis on the-experience and heightened learning sensory input. Reallusion software takes students beyond the experience and into the creation of the next era of digital media creation. Reallusion Authentic 3D technology inside iClone and CrazyTalk offer a true 3D experience with the ability to design media to be viewed in 3D with a simple export option. Teaching with 3D and creating classroom projects in stereo 3D is made possible with Reallusion's easy to learn tools and

pricing to fit any lab or classroom budget. For more information on Reallusion Authentic 3D:
<http://www.reallusion.com/s3d>

Reallusion unveils the next level in 2D animation with CrazyTalk Animator.

Building on the already popular facial animation tools that enable anyone to make a photo talk, Reallusion now evolves CrazyTalk Animator into a total 2D animation studio that will give every young user a stage to speak.

- Expand classroom technology with CrazyTalk Animator, the most comprehensive introduction to 2D animation with real production results within reach.
- CrazyTalk Animator is a user-friendly new approach to 2D animation designed for students and teachers to create with instant results.
- Students deeply interact with the software transforming their photos into animated photo puppets.
- CrazyTalk Animator can be used by classrooms beyond the computer lab and only requires a single mic to record audio for actors to speak.
- Creative exercises focus on facial emotion and non verbal body language recognition development
- Introduce actor design with the Character Composer allowing for massive customization options for creating custom 2D characters from a preset library of character components.
- CrazyTalk Animator is designed for users of any skill level and adds another learning branch to the tree of digital media tools created by Reallusion that are geared to meet requirements for technology in the classroom.

CrazyTalk and iClone, two of Reallusion's most popular animation tools, add new export capability to create Authentic 3D stereo output that can be viewed with anaglyph red/cyan 3D glasses, or optimally through the innovative Texas Instruments, 3D DLP technology. Reallusion makes 3D creativity accessible beyond Hollywood and directly into your classroom.

For educators, CrazyTalk and iClone provide Primary and Secondary Education with a fast and facilitative approach to enhance the teaching and learning interest of students, teachers and even parents. Students engage in interactive learning with iClone and CrazyTalk to create personal media projects for video or web and team-building, group projects focusing on learning the techniques of filmmaking.

CrazyTalk Animator

CrazyTalk Animator is the next major leap after CrazyTalk6. Before, the CrazyTalk product line was initially focused on talking head animation. In this new generation of CrazyTalk, you can not only animate a character's face, but also do full-body animation with any photo or illustration using smart fitting technology and Reallusion's unique puppeteering engine. CrazyTalk Animator is a revolutionary animation suite that introduces 2D animation to students with and drag-n-drop multi-media compatibility that allows you to import your characters and props directly from photos!

CrazyTalk 6

CrazyTalk transforms any 2D digital portrait into a real-time 3D animation. The popular classroom animation creator places the power of puppetry in the palm of students' hands. Crazy Talk 6 adds multiple actor animation, a new dynamic Vivid-Eye editor, and a camera to move & film all your talking characters. Students ranging from Primary school to Secondary create with CrazyTalk, across a spectrum of educational subjects. CrazyTalk's versatility allows teachers to easily choose CrazyTalk as a new and masterable technology for the classroom.

"Crazy Talk is so easy to use, there is very little product learning to be done yet you get fantastic results very quickly," said Ross Wallis, Sidcot Secondary School. "It is also great fun to use, but through this can come

some very serious teaching. If we can capture students' imagination, if they can be having fun, if they are willing to engage because of these tools, then they will also be learning in a powerful way."

iClone 4

Reallusion iClone 4.0™ introduces new features that combine video production with 3D real-time animation. The result is a powerful production tool for motion graphics, 3D animation and video FX for media arts & student broadcasters.

Students engage in a real-time creative experience through iClone4's features and content, including 3D sets, VideoFX props and compositing tools. The techniques taught in Reallusion's virtual video graphic suite give school broadcast studios an easy way to implement professional level 3D video fx within a budget that is accessible for any size classroom or studio.

Reallusion helps deliver cutting-edge tools to the classroom allowing students to understand, learn and experience the current pace of visual computing. In partnership with Intel, iClone4 and all the toolss are optimized to deliver real-time instant results and an immersive 3D production experience on most any desktop. Students learn faster because the technology is faster and does not require extensive rendering time to be productive.

iClone has introduced students, professionals and independent filmmakers worldwide to the real-time art of 3D animation, digital storytelling and digital content creation. Additional information, as well as demo videos and sample work created with iClone 4.0, is available at: <http://www.reallusion.com/s3d>.

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