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FOR IMMEDIATE RELEASE

**Reallusion announces that it has appointed Interactive Ideas as Channel Partner.**

*Reallusion, Innovator of 3D Cinematic Animation tools for PC and mobile platforms, continues its rapid expansion to UK Market.*

Northampton, UK March 13<sup>th</sup> 2007, Reallusion, the leading edge software developer of Hollywood-like 3D cinematic animation tools for PC and mobile platforms, has announced that it has appointed Interactive Ideas as its partner for the UK retail market. Reallusion is dedicated to provide affordable and easy-to-use software products that are used to create professional level image enhancement and 3D graphic animation on any devices. The company is already well established in the US and is now turning its focus and extending its commitment to the UK.

"We have carefully considered who our UK retail partner should be." Said Bill Hsiun, VP Sales and Marketing, Reallusion "We chose Interactive Ideas for its reputation as one of the most stable companies in the industry. They combine flexibility and service to offer a high standard of customer satisfaction and I am sure that with their drive and enthusiasm, the Reallusion product range will be a resounding success in the UK."

Michael Trupp, Managing Director at Interactive Ideas commented "Reallusion have some exciting titles. The demand for animation and cinematic software is a growth area. Reallusion produce innovative products, combine technological advancements with ease of use at value for money prices which offer our resellers good profit margins".

Included in the Reallusion range are the following:

- **CrazyTalk**  
Reallusion's 'flagship product' allows anyone to create animations from any digital still image. Create a virtual cast of characters to deliver animated vocal performances for video, web, mobile or messaging projects. Just a single photograph, recorded or imported audio, and CrazyTalk's powerful facial morphing animation technology are all you need to begin creating speaking actors, guides, and digital hosts adding perfect personalities to any multimedia experience.
- **iClone**  
The world's leading 3D character animation tool designed to bring the power of 3D animation to the masses, iClone delivers fast facial animation, character generation, visual effect and scene production tools for creating next-generation Machinima movies inside iClone's 3D real-time rendering environment.

- **CrazyTalk for Skype**

The most popular Skype 3.0 Certified Premium Extra application extends virtual characters into VoIP as real-time expressive talking avatars powered by Reallusion's voice animation engine. Be anything you like and no more camera shy with CrazyTalk for Skype.

- **FaceFilter Studio,**

The revolutionary facial beautification technology allows users to enhance facial images and adjust facial expressions in digital photos. Now anyone can achieve professional-grade results with 5 simple steps in less than 2 minutes. Available for traditional digital cameras, printers, and camera phones.

**About Reallusion:**

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. Our 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 our graphic and imaging embedded kernels to top-brand device manufacturers worldwide.

To obtain further images and press samples for review please contact:

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**About Interactive Ideas:**

Interactive Ideas Ltd. is one of the UK's leading value-added software and peripheral distributors. The company's customers include a wide spectrum of both national and Independent retailers,etailers, mail order companies and resellers. This customer base includes specialist computer retailers and resellers, gaming, music and video chains as well as bookshops and supermarkets. The company ranges and markets some 4,000 different product lines on both non-proprietary and exclusive bases, with particular strength in software and peripherals that run on the PC.

Founded in 1994, Interactive Ideas has a history of dynamic growth together with consistent profitability making it one of the most stable companies in the sector. In December 2003, Interactive Ideas was included in the prestigious Inner City 100 awards for its status as one of the fastest-growing companies in the UK. Since inception, Interactive Ideas has been a relationship driven company, placing great emphasis on its flexibility and service ethos to meet our customers and suppliers needs.

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