

FOR IMMEDIATE RELEASE



PRESS RELEASE

New 3DXplorer Enables Interactive Multi-User 3D Web Sites with Avatars

Custom “Universal” Avatars, Multi-User 3D Worlds and COLLADA Import are Among New Features

August 4, 2008 - Irvine, California & Paris, France – Altadyn, the developer of 3DXplorer (www.3DXplorer.com), the first “plug-in-less,” browser-based web3D platform, today announced the release of 3DXplorer V4. With V4 any 3D world can now be “avatar enabled” allowing multiple visitors to explore and interact in real-time with realistic avatars on any computer and browser.

Visitors are now able to define their “universal avatar” once and enter any virtual world, 3D web site or casual game with the same avatar or personality. An integrated avatar configurator allows visitors to choose their avatar’s sex, face, hair, clothes and accessories such as hats or glasses. Avatars support a variety of animated actions, moods and interactions with other avatars, including walking, running, head shakes for yes and no, handshakes, hugs, laughing, yawning, dancing and more. Text chat along with integrated Skype calling is also supported. In addition to choosing to enable avatars, creators of 3D worlds can limit the number of avatars that may enter a world as well as protecting their world with a password.

Content providers can add new avatars with a free creation kit that includes guidelines for new avatars, as well as 3ds Max models of standard avatar skeletons.

“3DXplorer V4 just took a giant leap forward with its multiuser environment and support for live, custom avatars,” said Dave Elchness, Executive Director of the Association of Virtual Worlds. “It’s amazing that this type of realism and interactivity is possible with no software download or installation; until now the requirement for a client application of 50MB or more was the norm. Now any web site can include an interactive 3D world, like a corporate web site staffed by company greeters who can answer questions or show off realistic 3D products, and all you do is click a link. It’s because of this accessibility that the Association of Virtual Worlds selected 3DXplorer V4 for its virtual headquarters.”

3DXplorer V4 also extends support for user-generated content using commonly available design and modeling tools by adding the ability to import 3D data in the popular COLLADA format. These modeling tools include Maya, 3ds Max, LightWave 3D, Softimage|XSI; Houdini; MeshLab, SketchUp, Blender and modo. COLLADA is Google Earth’s native format, and it is also supported by Google SketchUp and the Google 3D Warehouse providing access to a huge amount of existing 3D models such as buildings, furniture, vehicles, and so on. COLLADA support extends 3DXplorer’s ability to import 3D data in industry standard formats, including the 3DS format supported by Autodesk’s 3ds Max, along with a variety of other applications such as AutoCAD, Revit, Rhino, and many others. An API is also provided enabling custom development of 3D web applications including casual games, collaborative tools, CAD/PLM environments, online meetings, product configurators, eLearning, and many others.

“The Immersive Internet takes the Web to a new level of interactivity, with virtual worlds, immersive learning simulations, and immersive workspaces,” stated Erica Driver, co-founder and principal at

FOR IMMEDIATE RELEASE

ThinkBalm and former Principal Analyst at Forrester Research, commenting on 3DXplorer V4. "Innovators across industries are starting to experiment in virtual environments to find new ways for people to network and meet, share information and collaborate, teach and learn, rehearse work activities, and even manage facilities and systems. A browser-based virtual world platform enables people to quickly and easily experience a 3D, multiuser, immersive environment. They don't have to worry about downloading a client and keeping it updated – they just visit a URL, download a quick Java applet, and they're in."

"Fat is out and thin is in," said Dave Greenfield, a blogger for ZDNet and principal of STAnalytics, a technology-marketing consultancy. "3DXplorer is the only web3D platform that's entirely browser-based; there's no software to install. 3DXplorer simplifies 3D on the web for everyone."

"This is revolutionary," said Nate Randall, Founder of RCE Universe. "3DXplorer lets you create your own world, your own city, your own room, your own items all of which are now easily accessible by everyone who has access to a computer and the Internet. And now with V4 it's fully multiuser with your own avatars. 3DXplorer gives access to a persistent Virtual World without a download, and it is seamless!"

"3DXplorer V4 changes everything," said Jordi Cardona of Hiperia3D News. "With new support for custom avatars and user generated content, 3DXplorer is the first truly open, multiuser web3D platform that runs on any computer, in any browser -- and it's plug-in-less. Rather than isolated, proprietary worlds that require a large client download, 3DXplorer promises a limitless 3D web, with worlds created by anyone, on any web site, for business, education, or just fun."

A demonstration video is available at <http://www.3dexplorer.com/i.php?p=static/14>

Examples of 3D virtual worlds created in 3DXplorer can be visited at the following links:

- Association of Virtual Worlds: <http://avw.trimensions.org>
- Seattle's Benaroya Hall: http://www.3dexplorer.com/download_file/worlds/index_benaroyagrandlobby.html
- Avalonn Picasso museum: http://www.3dexplorer.com/download_file/worlds/index_picasso.html

To create your own avatar, go to www.3DXplorer.com and sign up for free in the upper left "Get a 3D Avatar" section. If you have already a 3DXplorer world, sign in to the "Build Your Own 3D World" section at the upper right, and edit your world to enable avatars. To create a new 3D world, just sign up for free.

Altadyn's 3DXplorer is based on industry standards such as Java which make 3D environments such as virtual worlds, web sites and web applications immediately viewable on any PC or Mac and with any browser without installing a plug-in or client software. 3DXplorer is free of charge for development, authoring, and even for display on small or mid-size websites. Bundles including hosting and content creation are also available; more information on pricing can be obtained from the 3DXplorer web site or by contacting Altadyn directly at contact2 (AT) altadyn . com.

About Altadyn

Altadyn is a developer of web3D technology that makes powerful 3D accessible from any PC or Mac. With the 3DXplorer "plug-in-less," browser-based web3D development platform -- and Toon-MX, a 3D "digital puppetry" software application -- the company has delivered a new dimension to the online

FOR IMMEDIATE RELEASE

experience, making dynamic and immersive 3D immediately viewable on all computer platforms, including Windows and Linux PCs and the Mac, and browsers such as Internet Explorer, Firefox, Safari and Opera. Altadyn customers include SAP, Orange, Bayer, and Glaxo-Smith-Kline, and the company has offices in Paris, France and Irvine, California. For more information visit www.3dexplorer.com or contact:

Altadyn
Greg Milliken
USA: +1 949.273.0479
International: +33 1 4661 4912
E-mail: pr (AT) 3dexplorer.com

3DXplorer, ALTADYN, and the Altadyn logo are registered trademarks of ALTADYN. All other registered trademarks belong to their respective owners.