



PRESS RELEASE

Virtual Tradeshows In Full 3D Immersive, Now Possible With Tens of Thousands Of Participants Thanks To Cloud Computing!

Pre-Configured AMAZON EC2 Instances Ready To Host Global Events With The 3DXplorer Platform.

May 10th, 2010 - Irvine, California. – Altadyn, the developer of 3DXplorer®, the first browser-based plug-in-less 3D platform for live collaboration, announced today supporting AMAZON EC2 web services by offering standard pre-configured instances with 3DXplorer, ready for customers' virtual events. The easy replication of these instances enables Virtual Tradeshows with over 50,000 attendees over a few days to go full immersive 3D.

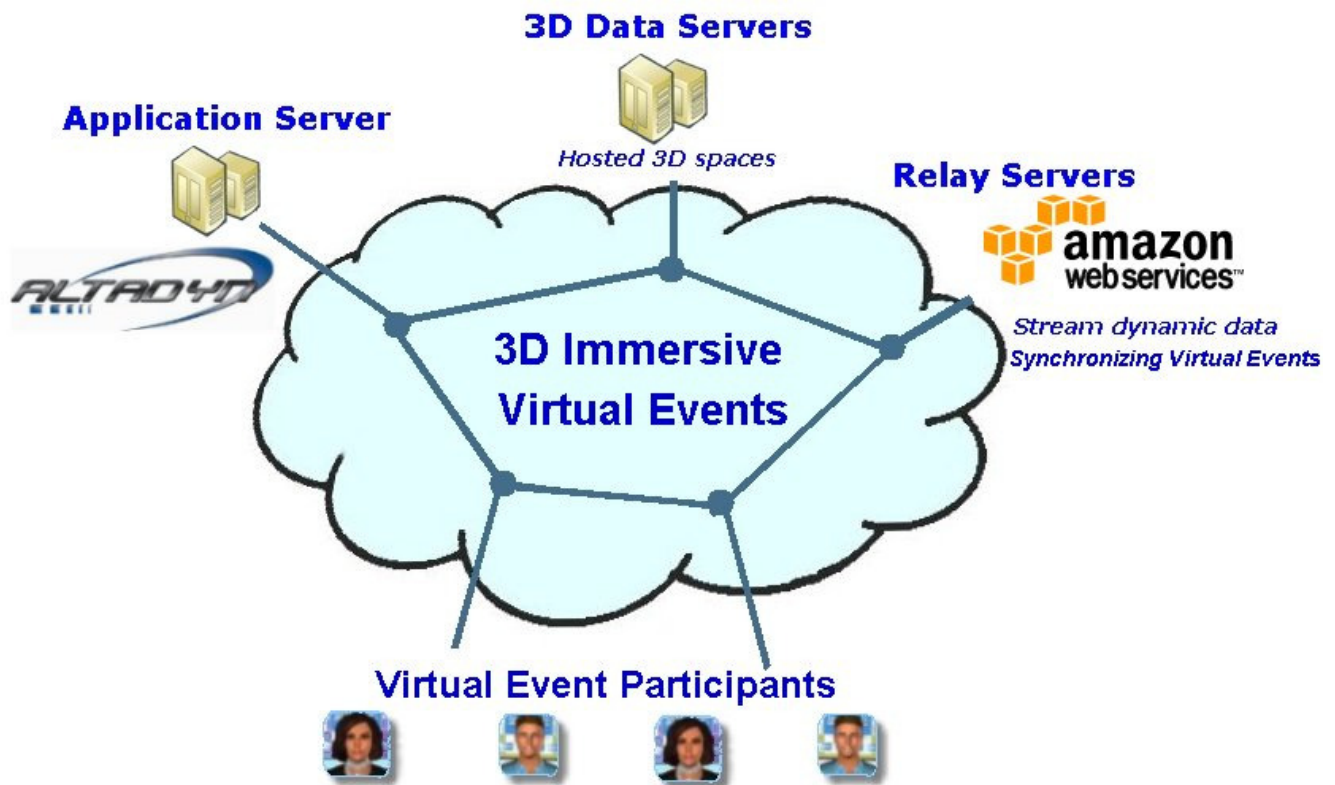
Amazon Elastic Compute Cloud (Amazon EC2) is a web service that provides resizable compute capacity in the cloud. It is designed to make web-scale computing easier and more accessible.



<http://www.3dexplorer.com/static-v3/images/CloudSlam2.JPG>

"High Performance, Reliable, Flexible, Inexpensive, Accessible, Highly Scalable and Easy-to-set-up, ... all the criteria are gathered for using AMAZON EC2's web services for virtual events. Very large Virtual Tradeshows can now be scaled up at a fraction of the cost of alternative solutions, while offering full immersion and interactivity, thanks to the replication of 3DXplorer spaces over the cloud." said Darius Lahoutifard, Altadyn's CEO.

Mid-size publishers, conference organizers and tradeshow professionals of any size can now develop high-end 3D immersive virtual events solutions, without spending for costly infrastructures. They can use the high-end platform tailored exactly to their needs, with reliable and performing servers in the right geography (East Coast US, West Coast US, Europe, Asia), for just a few days (duration of the event).



AMAZON EC2 servers were used recently during CloudSlam'10™, a global conference on Cloud Computing held on 3DXplorer in March 2010, with thousands of participants from around the globe. Commenting on the conference success, CloudSlam'10™ Chairman – Khazret Sapenov said "Altadyn's platform helped our conference to introduce new products this year, 3D virtual exhibition and networking lounge, adding more business value for both exhibitors and attendees."

About Altadyn

Altadyn leads the next generation of collaborative solutions by enabling a new type of user experience (Immersive 3D), leveraging its cutting edge web3D platform for live collaboration, accessible to all. It's a disruptive technology which enables full 3D immersive spaces with simple browsers on any computer, with no download or installation required. Altadyn customers include NDU/FCVW (National Defense University), Saint-Gobain (NYSE Euronext: SGO), Cubic (NYSE: CBC), Aptima, Dell Inc. (NASDAQ: DELL), CAP GEMINI and more. Altadyn operates globally with offices in Irvine, California, and Paris, France. For more information, visit www.3DXplorer.com or contact:

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