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PRESS RELEASE

Web3D Technology Leader Altadyn Expands Leadership Team

July 8, 2008 - Irvine, California & Paris, France – Altadyn, the developer of 3DXplorer, the first “plug-in-less,” browser-based 3D virtual world creation platform, today announced the appointment of Greg Milliken as vice president of marketing. Milliken joins the Altadyn team to accelerate market awareness and adoption of 3DXplorer after the successful release of the 3DXplorer V3 beta in January.

“We are pleased to welcome Greg to the Altadyn team,” said Darius Lahoutifard, CEO of Altadyn. “Greg’s wealth of experience and past successes in a variety of 3D technology businesses, as well as his background leading marketing in emerging technology companies, will complement our current team and help us achieve our goal of establishing 3DXplorer as the leading web3D platform.”

Milliken brings 25 years of experience in leading roles at 3D software and hardware companies, including established public companies and startups. Most recently he was CEO of Alibre, Inc., a developer of 3D CAD software focused on breaking down barriers to 3D. Prior to Alibre, he was vice president of marketing at Knowledge Revolution, a developer of mechanical motion simulation software acquired by MSC Software. Before KR, he co-founded AccelGraphics, Inc., a venture-funded startup that developed 3D graphics cards for CAD, animation and simulation markets that went public in 1997. He has also held various roles in marketing, sales and engineering at Autodesk and Intergraph.

Altadyn’s 3DXplorer is the only plug-in-less, browser-based web3D platform for building and visiting 3D virtual worlds, web sites and web applications. 3DXplorer is based on industry standards such as Java which make 3D environments immediately viewable without installing a plug-in or client software on Windows, Linux, and Mac platforms, and the majority of browsers such as Internet Explorer, Firefox, Safari, and Opera. 3DXplorer is free of charge for development, authoring, and even for display on small or mid-size websites.

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 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@3dexplorer.com

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