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Reallusion Announces New Version of iClone 3DXchange with Google SketchUp and 3D Warehouse Interoperability

Imports/Converts 3D Models for Quickly Creating 3D Animated Movies with iClone

SAN JOSE, CA – January 3, 2008 — Reallusion, Inc. today announced iClone 3DXchange 2.0, the latest version of the import and conversion utility that has become a must-have tool for novice to professional iClone filmmakers. With iClone 3DXchange, a massive library of 3D models can be generated for use inside iClone as accessories, props, and 3D scenes. Newly enhanced with Google™ SketchUp and Google™ 3D Warehouse interoperability, iClone 3DXchange 2.0 now empowers users to import and convert Google SKP 3D models, as well as 3DS, OBJ models, that can be used to create full-motion 3D movies with the iClone Studio real-time filmmaking engine.

By adding support for Google SketchUp and Google 3D Warehouse, Reallusion provides its 3DXchange customers with a substantial savings. Previously, users had to purchase Google SketchUp PRO at \$495 to import SketchUp models. Now, with the release of iClone 3DXchange 2.0, the free version of Google SketchUp can be used as a dedicated modeling tool for iClone that turns the Google SKP file format into a seamlessly integrated production pipeline into 3DXchange.

“The demand for realism is driving the growth in the 3D animation software industry,” said Jon Peddie, president of Jon Peddie Research (JPR), a leading market research firm based in Tiburon, CA. “To speed the moviemaking process while keeping their costs down, filmmakers have developed an insatiable appetite for every bit of free content they can find. By enhancing iClone 3DXchange with seamless support for Google SketchUp and 3D Warehouse, Reallusion puts the tools that are revolutionizing 3D modeling right at their fingertips.”

In addition to being able to quickly create 3D models for iClone from scratch using the free version of Google SketchUp, users will be able to connect directly to the Google 3D Warehouse from within the iClone 3DXchange 2.0 user interface. With access to Google 3D Warehouse, the world’s largest collaborated library of real-time filmmaking assets, users will be able to easily search and download thousands of free 3D models with iClone 3DXchange 2.0, including architecture, furniture, automobiles, fantasy and sci-fi models for their iClone films.

3DXchange users can also explore Google Earth and scout locations around the globe for filmmaking inside iClone. Google Earth offers the Best of 3D Warehouse, giving Earthlings an opportunity to fly through space and zoom-in on such famous landmarks as the Eiffel Tower or Arc de Triomphe in Paris. Users can view the actual 3D models on Google Earth and download them to their PC. Once downloaded, the model is transformed into a live soundstage or incorporated in an existing iClone movie set with iClone 3DXchange 2.0.

“Experienced and inexperienced filmmakers will benefit from Reallusion’s and Google’s cooperative efforts to simplify the 3D creation and animation process,” said John Martin, Reallusion vice president of product marketing. “Reallusion is committed to meeting the burgeoning demand for content by giving our customers the freedom to enjoy an unlimited library of 3D moviemaking content.”

Like the earlier version of 3DXchange, the new version will import and convert content from external 3D modeling applications and model banks such as DAZ 3D, TurboSquid, Renderosity, Amazing 3D and others. It can also be used to import the user's custom designs from world-famous 3D modeling applications (ZBrush, Max, Maya, etc.) to iClone and to turbo-charge the models into real-time movie production.

With 3DXchange, existing props, accessories or 3D scenes can be loaded from current iClone content (VNS) so users can make changes to an iClone object's position, orientation, size, specularity, shadow or other attribute settings to further customize any iClone model.

Pricing and Availability

Priced at \$69.95, Reallusion iClone 3DXchange 2.0 will be available for iClone2 users to download from the **Reallusion Online Store** at www.reallusion.com on **January 15, 2008**. Business site licenses, with prices based on volume requirements, and educational discounts are available directly from www.reallusion.com. Registered iClone 3DXchange 1.0 users can download a free upgrade at the Reallusion Web site.

About iClone 2.5

With iClone 2.5, users have the advanced actor creation, real-time visual effects, and complete filmmaking power tools they need to create 3D animated movies with a complete cast of talking customized characters, clothing, 3D scenes and special effects. Windows Vista™ compatible, iClone 2.5 is available in two versions (Standard and Studio) to meet the needs of first-time animators, educators, filmmakers and professionals.

With the ability to create dynamic films in real-time, iClone users can "cast a movie" with customized avatars, build custom sets, arrange prop placement, control lighting, camera animation, and more. iClone 2.5 lets users film their scenes inside a fully functioning video studio that evolves with the needs of their production.

About Reallusion, Inc.

Headquartered in Silicon Valley, Reallusion is a leader in the development of Hollywood-like 3D cinematic animation tools for PC and mobile platforms. The company pioneered in providing consumers with character animation, facial morphing and voice lip-sync solutions for real-time 3D filmmaking and previsualization for professional post-production. Reallusion's core technologies are widely used by consumer and professional content developers as well as embedded in leading consumer devices worldwide. For more information, contact Reallusion, Inc. at 2033 Gateway Place, 5th Floor, San Jose CA 95110; phone: 408.573.6107. The Taipei R&D Offices are located at 2F, No. 126, Lane 235, Pao-Chiao Rd., Hsintien, Taipei 231, Taiwan; phone: +886.2.8912.1028. Or, visit the web site at www.reallusion.com.

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Editor's Note: For photos and more information on Reallusion's iClone 3DXchange Add-on Pack, contact Andy Marken, Marken Communications, Inc.; (408) 986-0100 or email andy@marken.com

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