



**Sony of Canada Ltd. launches newest Vaio® products 'in style'
with Cycore Cult3D®**

***Sony Style Canada brings its unique digital consumer products online
with interactive 3D***

TORONTO, Canada, June 11, 2001 – Cycore, the leader in interactive 3D for e-business, today announced that it has collaborated with Sony of Canada Ltd. to provide its customers with a compelling, tangible reason to shop for Sony computing solutions online at <http://www.sonystyle.ca>. A selection of Sony's latest consumer computing solutions have been given a third dimension, including the newly released PCG-FX290 Sony VAIO™ All-in-One Notebook, which can be purchased online today.

Cycore develops and markets graphics software that enables the creation and viewing of fully interactive, premium-quality 3D objects and animations primarily for use on the Web, in Microsoft Office® programs such as PowerPoint®, and in Adobe Acrobat® documents.

"Sonystyle.ca is using Cult3D to enhance our customers' on-line experience," said Andrew Nichols, Marketing Manager, Sony Style E-Commerce. "By allowing our customers to interact with our products online in 3D, we are simulating the in-store experience and providing them with the product information they need to make an educated buying decision."

With the click of a mouse, visitors to the Sony Style Web site can now interact in 3D with select Sony VAIO (Video Audio Integrated Operation) products online. Potential customers can spin, zoom and test the functionality of each Cult3D-enhanced product model—discovering the unique and specific features of these leading-edge products. All of Sony's models interactively highlight features such as i.LINK®, Sony's powerful, high-speed IEEE 1394 serial digital interface connection and Memory Stick®, the new universal media designed by Sony for sharing and exchanging digital content. Consumers can now see exactly where and how these features function on the 3D product models.

"It was very important for us to ensure Sony's expectations were exceeded in terms of effectively promoting the universal digital connectivity feature of its latest products," said Ted Iannuzzi, CEO, Cycore Canada. "Securing a client like Sony speaks to the strength of Cult3D and the talent of the Cycore team that worked with them to build such a successful 'Sony-style' solution."



According to Nichols, download time is a key concern for Sony when building Web content and Cult3D's small file sizes were a determining factor in the company's decision to collaborate with Cycore. "No other technology we reviewed could match Cult3D's functionality while maintaining such a small file size," said Nichols. "We believe that Cult3D is at the leading edge of interactive Web 3D just as Sony is at the leading edge of consumer electronics—it just made sense for Sonystyle.ca to support the Cycore technology."

Visitors can now interact with Sony products at <http://www.sonystyle.ca>.

About Sony of Canada Ltd.

Sony of Canada Ltd. is a wholly owned subsidiary of Sony Corporation, Tokyo, a world leader in the manufacture and marketing of electronic and computer products for consumer, business, electronic publishing and multimedia applications, on a global scale. The company has offices in Montreal, Toronto, Calgary and Vancouver, with major distribution centres in Coquitlam, B.C., and Whitby, Ontario and operates a network of over 70 company-owned The Sony Store/Sony Maison stores across Canada. Sony factory service centres are located in each office, with Authorized Service Depots in major centres across Canada.

For further information, please visit Sony of Canada's direct marketing and e-commerce website, www.sonystyle.ca. The Sony Style portal exposes consumers to new lifestyle opportunities made possible through the integration of Sony products, and as well as an entertaining shopping experience.

About Cycore

Cycore is the leader in interactive 3D software for e-business. Cycore Cult3D® software is an award winning product visualisation technology used on Web sites, in Microsoft Office® documents and in Adobe® Acrobat® files, to help e-businesses increase online sales, enhance sales presentations and improve customer service. More than 300 brand name companies, including Palm, NEC, CNN, ABB and Toyota use Cult3D on their Web sites. To date the number of Cult3D viewer downloads exceeds 6 million. The company was founded and maintains headquarters in Sweden, with offices in the US, Canada, UK, France and Germany. Sales exceeded \$1.9 million US for 2000. For further information please visit <http://www.cycore.com>.

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