



## **SANYO SELECTS CYCORE TO BRING INTERACTIVE 3D TO JAPANESE MARKET**

***SANYO Electric Software Co., Ltd. has chosen to become an exclusive distributor of Cycore Cult3D® in Japan***

**UPPSALA, SWEDEN** — November 21, 2001—SANYO Electric Software Co., Ltd., (a SANYO; one of the world's largest electronics manufacturers, group company) has chosen to fully support and promote Cycore's entrance into the Japanese market by becoming the first Strategic Industrial Partner of Cycore, the market leader in interactive 3D for e-business. The agreement includes exclusive distribution for SANYO Electric Software of Cycore products in Japan, SANYO Electric Software's building of a complete localized customer support system for Cult3D and joint product development in fixed and wireless 3D focused on the Internet.

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

"We believe very strongly in the Cycore Cult3D solution and see tremendous potential for expanding Cycore's presence in the Japanese market," said Hiroshi Miura, Cult3D project administrator, SANYO Electric Software. "Further to signing on as a Strategic Industrial Partner to Cycore, SANYO Electric Software will take an active role in establishing Cult3D as the leading software for bringing 3D to Japanese e-business by setting up a local Cult3D agency. Cycore has proven to be the market leader in its field and we look forward to working with them to bring 3D to mainstream business applications."

As an exclusive Japanese distributor, SANYO Electric Software will set up a new organization to handle sales, distribution, marketing and customer service for Cult3D in Japan. To begin, SANYO Electric Software will assist Cycore in the translation and adaptation of the Cult3D software, user interface and documentation to the Japanese market. In addition, SANYO Electric Software will approach SANYO's Group of Companies to incorporate Cult3D into their e-business initiatives.

"SANYO Electric Software's support will be instrumental to our success in the Japanese market," said Bengt Starke, CEO, Cycore. "As the birthplace for world-recognized, innovative companies like SANYO Electric Software, Japan is a world leader in technology manufacturing and a key market for Cycore. SANYO Electric Software's proven commitment to bring Web 3D to mainstream business applications will help the manufacturing industry realize the value of

incorporating 3D technology into all aspects of their business practices—from product design to customer service.”

In addition to SANYO Electric Software’s support of Cycore in the Japanese market, the two companies will begin joint product development of future Web 3D applications.

According to Starke, future developments areas such as wireless Web 3D technology will constitute the first step.

#### **About SANYO Electronics Co., Ltd.**

SANYO, which means "three oceans," is a true global family with more than 140 affiliated companies and subsidiaries and over 50,000 employees in more than 27 countries around the world. Founded in 1947, Sanyo Electric Co., Ltd. is one of the leading manufacturers in Japan with a broad range of electronic products grouped into six categories: video equipment, audio equipment, home appliances, industrial and commercial equipment, information systems and devices, and batteries and other products. Consolidated net sales are \$18.3 billion US.

#### **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 400 brand name companies, including Ericsson, NEC, CNN, ABB and Toyota use Cult3D on their websites. To date the number of Cult3D viewer downloads exceeds 10 million. The company was founded and maintains headquarters in Sweden, with offices in North America, 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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