

MindArk



Press Release

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For your business and technology editors

Swedish Web company launches spearhead technology for “unlimited” global consumer market

Gothenburg, Sweden, September 6 – MindArk, the Internet experience company, today announced a revolutionary way of experiencing the Internet. Instead of looking at pictures, users will enter the picture, and experience a new world from within. This gives a level of realism which has hitherto not been achieved. Multiple users participate in a common world, where they may make commercial deals, adventure and gamble, or just meet.

This high-tech Internet application has a huge market potential. The function which sets the MindArk second universe apart from existing systems is a proprietary money handling system which allows the use of real money also in the virtual world. Access to the second universe will be for free.

A new level of interaction

Millions of Internet users from all around the world will be able to enter free of charge a four dimensional universe currently in the final development stages. MindArk expects to make the on-line universe available to users in the first half of 2001. From the users' point of view, the “second universe” may be experienced as a four-dimensional browser.

Jan Welter, head of the MindArk development team:

- Today the Internet is a rather boring place filled with two-dimensional presentations like text, pictures, chat, etc. We intend to change all that, to make the Internet into a four-dimensional universe. One will, for example, have the feeling that one is walking down a street filled with interesting shops, bars, etc, where one can meet other people, do one's shopping, or why not venture out into the wilderness to explore or adventure with one's friends.

Cybermoney, fully convertible !

MindArk said the second universe, Project Entropia, will be governed by an extensive set of rules familiar to on-line gamers and role game players which will govern actions and possibilities. The economy system of Project Entropia is unique and subject to patent application. The cash to be handled in Project Entropia is real and convertible to any major currency of the real world. As MindArk has solved the issue of handling money in the virtual world and to transfer money from the virtual to the real world, they are able to offer access to the new universe at no cost.

An additional dimension

MindArk expects Project Entropia to result in a quick move from today's two-dimensional Internet browsers presenting flat facts to four-dimensional browsers immersing the users, and making them interact with each other. As the new Internet universe will be easy to use due to its intuitive approach, venturing into it will become very popular.

The initial version of Project Entropia will be directed towards present on-line gamers, as these are used to advanced graphical applications, and used to a 3D-perspective. The first version to be launched in the first half of 2001 will be directed towards such advanced users.

A USD 2,500 billion market

Assessments of the total available market indicate a demand for this type of application corresponding to 2,500 billion \$ (2,500,000,000,000 \$) in three years time. While the largest market is in the US followed by Europe, a major and growing market for the new Internet universe will be in the Far East, due to Internet usage development there. The development announced today places MindArk on top of this dynamic market, the company said.

MindArk President *Benny Igglund*:

- Our strategy is to provide an Internet infrastructure which is on the technological forefront and which can be provided at a very low cost. Project Entropia will attract millions of users, bring them ease of use and convenience. For MindArk, this product will bring access to a highly interesting cash flow. Our business model is based on add-on services to the users. If the number of users is high enough, this provides a large enough market. Due to this, we can provide the basic infrastructure at no additional cost.

Free access

Rather than developing competing four dimensional universe browsers, future competitors may use the infrastructure developed by MindArk for free. The cost for the system will be covered by fees charged for use of resources in the universe, and for value adding services.

MindArk (www.mindark.com) develops Internet technology solutions. With novel applications in the experience and entertainment sector, in browser infrastructure, and in massively parallel simultaneous active user presence on the Internet, MindArk is expanding the new universe.