



CYCORE

Media Release

www.cycore.com

Editorial Contact:

Eric Montgomery
McGrath/Power Public Relations
408-727-0351
ericm@mcgpr.com

Cycore Cult3D Bundled with Discreet 3ds max 4 “web studio CD set”

New release of Discreet’s industry-preferred 3D modeling package includes Cycore Cult3D® software; brings 3ds max models to the web

UPPSALA, Sweden, (February 5, 2001) - Cycore, the leader in interactive 3D for e-business, announced today that Discreet, a division of Autodesk (Nasdaq:ADSK), has included Cycore Cult3D software in its “web studio CD set” for **3ds max™ 4** software, the latest version of Discreet’s award-winning 3D modeling, animation, and rendering program. Discreet began shipping 3ds max 4 software on January 24, 2001.

Cult3D is used today by more than 300 world-leading brands in consumer electronics, transportation and e-business. The software exports 3D models from 3ds max software to create low-bandwidth, interactive 3D objects that can be viewed by virtually anyone with a computer. Cult3D objects can be viewed on web sites, in Microsoft Office programs such as PowerPoint, and in Adobe Acrobat documents. More than 45,000 copies of the Cult3D Designer, and six million copies of the Cult3D Viewer, have been downloaded to date.

“Discreet is pleased to include Cult3D software in our web studio CD set—bringing exciting new business opportunities to the vast number of artists using 3ds max 4 software,” says Phillip Miller, senior director, Discreet software products. “Cult3D’s integration with 3ds max 4 makes putting highly interactive 3D content on the web easier than ever before,” continued Miller.

How Cult3D works with 3ds max 4 software: A 3ds max model is exported to a file format that the Cult3D Designer can read. The Cult3D Designer is a free software program with an intuitive, icon-based user interface that adds a high level of interactivity to the 3ds max model -- not only can the object spin and zoom, but detailed movements can also be added. For example, the model can incorporate the opening and closing of doors and compartments, particle streaming (smoke, explosions, etc.), and sound, such as music or a voiceover narration. The resulting 3D object and scenes are highly detailed, complex, and photo-realistic, which makes it easier to visualize its features and attributes.

The resulting Cult3D object file is compressed up to 95 percent using Cult3D’s compression technology, and is easily embedded in a web page, Microsoft Office documents, or Adobe Acrobat presentations, ready for users to view. No server software is required.

(more)

Cult3D software tools can also be downloaded directly from www.cult3d.com.

For further information, please contact: Claes Granath, Vice President of Marketing for Cycore, +46 703 555 465, or by email to claes.granath@cycore.com.

About Discreet

Discreet, a division of Autodesk, Inc., is a leader in digital content creation, management, and distribution tools. Discreet develops systems and software for visual effects, 3D animation, editing, and production used in the creation of digital moving pictures for feature films, video, HDTV, broadcast graphics, interactive games and the web. Discreet products are used extensively in film and video post-production, games and multimedia, broadcast graphics, programming, and on-air event coverage. For more information, contact any Authorized Discreet Reseller, call Discreet at 800/869-3504, or visit www.discreet.com.

About Autodesk

Autodesk is the world's leading design and digital content creation resource. The company provides software and Internet portal services to help customers drive business through the power of design. One of the largest software companies in the world, Autodesk helps designs become a reality for more than 4 million customers in over 150 countries. For more information, contact any authorized Autodesk® reseller, call Autodesk at 800/964-6432, or visit www.autodesk.com.

About Cycore

Cycore is the leader in interactive 3D software for e-business. Cycore Cult3D® software is an award-winning product visualization 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, Canadian Broadcasting Corporation, ABB and Toyota, use Cult3D on their web sites. To date, the number of Cult3D Viewer downloads exceeds 6 million. Cycore also sells Cult Effects™, a set of powerful special effects filters for film and video post-production. The company was founded and maintains headquarters in Sweden, with offices in the US, Canada, France, UK and Germany. On September 30, 2000, Cycore had 106 employees. Sales were 11.3 million SEK for the first nine months of 2000. For further information, please visit www.cycore.com.

###

© 2001 Cycore Inc. Discreet and 3ds max are trademarks of Autodesk, Inc. Cult3D is a registered trademark, and Cult Effects is a trademark, of Cycore. All other trademarks or registered trademarks are the property of their respective owners.