

Editorial Contact:

Jennifer Arsenault
416-408-0081
jennifer.arsenault@cycore.com

Cycore and HomeProject Inc. join forces to co-market
leading edge 3D visualization technologies world-wide

***Strategic Alliance will further strengthen Cycore Cult3D® and
HomeProject's View 22 software as leading edge 3D software solutions for
the Web***

Internet World Canada 2001 (Booth #928) - TORONTO, Ontario February 7, 2001 – Cycore, the leader in interactive 3D for e-business and HomeProject Inc., the leading provider of interactive design and visualization infrastructure solutions have announced a strategic alliance that will bring a complete 3D solution to the mainstream. Cycore Cult3D and HomeProject's View 22 software will be marketed together for the first time—offering a complete end-to-end 3D environment solution to improve visualization on the Web.

"Joining forces with Cycore was a natural step for us in further improving the quality of individual product inspection online," said Amnon Zohar, CEO of HomeProject. "Our unique design and visualization infrastructure empowers our clients' customers to interact with 3D environments online and Cycore has developed premier software that lets users interact with 3D objects online. Combining the two technologies brings life to the computer screen, literally."

HomeProject's interactive design and visualization infrastructure allows for 3D design of rooms, gardens and offices that Internet consumers can customize and interact with. 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. Cycore's expertise in 3D product visualization and HomeProject's leadership in 3D environment creation, design and visualization will be combined to further strengthen their respective positions in the 3D market.

"HomeProject has proven to be a leader in making the 3D environment a key element to online success," said Ted Iannuzzi, CEO Cycore Canada. "This alliance will give Internet users a virtual in-store experience, online—something most websites are missing. Imagine being able to build a virtual replica of your kitchen online, choose your appliances, check out their features and try before you buy—now that's progress."

About HomeProject

HomeProject Inc. is the leading provider of interactive design and visualization solutions, licensing its infrastructure to e-businesses and Global 2000 companies. HomeProject's infrastructure empowers users to do 'real work' on the Web such as 3D design of rooms, gardens and offices. HomeProject is the first company to take consumer-friendly 3D interactivity to the Web, improving quality-of-experience, productivity and satisfaction when shopping online, and reducing consumer's uncertainty in the buying process.

HomeProject's View22 technology platform was launched late last year. The View22 Interactive Visualization Environment (IVE) enables partners and clients to quickly deploy a customized environment specific to their needs. The IVE provides solutions to a variety of industries, offering an interactive and compelling user experience for any Web strategy.

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 250 brand-name companies, including Palm, NEC, CNN, the Canadian Broadcasting Corporation, ABB, and Toyota, use Cult3D on their Web sites. To date, the number of Cult3D Viewers distributed exceeds 6 million. The company was founded and maintains headquarters in Sweden, with offices in the US, Canada, France, UK, and Germany. Sales were 11.3 million SEK for the first nine months of 2000. For further information, please visit www.cycore.com.

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