

**CYCORE**

Pressmeddelande

www.cycore.comtel 018 65 65 60, fax 018 65 65 66, info@cycore.com

Uppsala 2001-02-26

Adobe Acquires Assets From Cycore Cult Effects and Atomic Power Evolution

Plug-In Technology Adds Exciting New Creative Options to Adobe After Effects 5.0

SAN JOSE, Calif., (Feb 26, 2001) (Nasdaq:ADBE)--Following the introduction of Adobe® After Effects® 5.0, Adobe Systems Incorporated today announced that it has acquired the plug-in technology from Cycore Cult Effects™ and Atomic Power Evolution™. Adobe After Effects 5.0 is the first Adobe software application to incorporate this plug-in technology that is used to create eye-catching visual effects.

"After Effects users can let their imaginations run wild using these powerful tools," said David Trescot, director of Dynamic Media for Adobe. "Our technology acquisitions from two of the industry-leading plug-in developers allow us to provide our customers with even more tools for creating dramatic and powerful effects on the desktop. Adobe continues to fulfill the creative needs of the motion graphics and visual effects community."

Adobe After Effects 5.0 includes sophisticated plug-in technology, including the popular Shatter tool from Atomic Power's Evolution. Shatter lets users extrude a layer into 3D space and blow it up in entertaining ways. Users can create elaborate "shock-wave" explosions. By animating a force point, the user can "paint with an explosive brush" to break up a layer bit by bit. Preset "shatter maps" include bricks, glass, puzzle pieces, and many others.

The acquisition of Cycore's Cult Effects technology expands the creative options in Adobe After Effects through several key features. Vector paint, one of the top feature requests from customers, lets users paint precisely over time. Vector Paint includes wiggle controls that make it easy to create a hand-animated look. Fractal Noise simulates organic backgrounds and creates fractal-based displacement maps, textures and mattes. The Vector Paint and Fractal Noise tools are included in the After Effects 5.0 Production Bundle version.

In addition to Shatter, Vector Paint and Fractal Noise, new effects available inside of After Effects 5.0 include Radio Waves, Colorama, and Optics Compensation (Production Bundle only). A complete list of new effects added to After Effects 5.0, can be found in the New Feature Highlight sheet at <http://www.adobe.com/aftereffects>. Adobe will provide support to existing Cycore Cult Effects and Atomic Power Evolution customers through its online support forum on the Adobe website at <http://www.adobe.com/support/forums>.

Please also see media release of September 26, 2000 at www.cycore.com. As of today Cycore terminates all sales of CultEffects.

For further information, please contact: Claes Granath, Vice President of Marketing at Cycore
Phone: +46 18 65 65 60 or +46 703 555 465

About Adobe Systems Incorporated

Founded in 1982, Adobe Systems Incorporated (www.adobe.com) builds award-winning software solutions for Network Publishing, including Web, print, video, wireless and broadband applications. Its graphic design, imaging, dynamic media and authoring tools enable customers to create, manage and deliver visually-rich, reliable content. Headquartered in San Jose, Calif., Adobe is the second largest PC software company in the U.S., with annual revenues exceeding \$1.2 billion.

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 were 17.7 million SEK for the year 2000. For further information please visit <http://www.cycore.com>.

Cult3D is a registered trademark of Cycore. All other trademarks or registered trademarks are the property of their respective owners.