



**Cycore brings Cult3D® out into thin air with Provision Interactive Technologies' Holovision™ aerial image display system.**

***The Cycore and Provision collaboration brings photo-realistic interactive 3D content to retail applications on a global scale.***

**LOS ANGELES, CA** — August 15, 2001 — Booth # 2000 — Cycore, the market leader in interactive 3D for e-business and Provision, a worldwide provider of interactive communications and entertainment solutions, have joined forces to bring 3D product replicas within virtual reach of consumers. The two companies have agreed to co-develop, market and sell interactive 3D solutions incorporating Cycore's market-leading Cult3D software and Provision's Holovision aerial-image display technology on a global scale.

"Our joining forces with Cycore will bring a new dimension to interactive 3D," said Curt Thornton, CEO, Provision Interactive Technologies. "Cycore's premier Cult3D models can now be moved beyond the Web and directly in front of consumers using the Holovision hardware solution. This partnership will bring a powerful new display medium into the hands of Cycore's significant list of manufacturing and retail clients world-wide."

Holovision is a revolutionary new interactive display system that enables you to see 3D images floating in space. Images hover dramatically in mid air, displaying art objects in museums, or drawing attention to manufacturers' products at trade shows and point-of-purchase locations. 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. Cycore's leadership in 3D software solutions for e-business and Provision's expertise in delivering interactive consumer and commercial hardware products will be combined to further strengthen their positions in their respective markets.

"Holovision brings another powerful medium by which to display Cult3D content," said Bengt Starke, CEO, Cycore AB. "Provision's impressive ability to reproduce and project every microscopic detail of a Cult3D object in thin-air will provide the kind of innovative, high-quality solution our customers have come to expect from Cycore. Cult3D models, originally created for applications such as the Web, can now be re-purposed for in-store kiosks, merchandising, and advertising systems using Holovision—greatly improving the return-on-investment for our clientele."

Cycore and Provision will also begin to jointly develop a Holovision content development module directly within the Cult3D Designer software toolset—further speeding up the Cult3D content creation for Holovision process for 3D animators and content creators.

## **About Provision**

Provision Interactive Technologies is an emerging leader in the world of new breakthrough commercial and consumer interactive products. A company which has grown beyond its original mission as an innovative global provider of contract manufacturing, engineering and servicing to OEM's in the entertainment industry, the company today is poised to be a niche leader and solutions provider in the world of interactive communications and interactive entertainment. The company is at the forefront of developing and launching a variety of interactive products in several market segments. Please visit <http://www.provisionentertainment.com>.

For more information on Provision, please contact Lynn Tramel, VP of Sales & Marketing at (818) 775-1624 or [lynnt@provisionentertainment.com](mailto:lynnt@provisionentertainment.com).

## **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 Web sites. To date the number of Cult3D viewer downloads exceeds 7 million. The company was founded and maintains headquarters in Sweden, with offices in the US, Canada, 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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