



Istituto Europeo di Design incorporates Cult3D into its design curriculum

Leading European design institute(IED) makes Cult3D the standard classroom software

UPPSALA, SWEDEN — May 7, 2002 — Cycore, the market leader in interactive 3D for e-business today announced that Istituto Europeo di Design (IED), Europe's leading design institute, has incorporated Cycore Cult3D® into its digital design curriculum. The three-year Digital Design program is part of IED's Visual Communication School. The curriculum, focusing on preparing students for careers in graphic design and 3D animation, will introduce students to Web 3D using Cult3D as the standard.

"All eyes are on IED when it comes to setting the standard for digital education in Europe," said Cesar Mendoza, Deputy Director, IED in Torino, Italy. "Cycore's market leadership position in the Web 3D industry combined with its focus on industry education made Cult3D the obvious choice for preparing our students for promising careers."

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.

"We are pleased that such a prestigious educational facility has chosen to use our software as an instrumental teaching aid in preparing its students for the rapidly growing Web 3D industry," said Bengt Starke, CEO, Cycore. "The fact that Tracce Design, our leading Italy-based Channel Partner, is teaching the course and helping to design the curriculum will ensure students get a good balance of both theory and practical industry expertise."

Tracce Design has been a Cycore Channel Partner since January 2001 and has completed interactive 3D presentations for such world-renowned clients as Fiat. "The digital design program covers all aspects of computer graphics, from HTML programming to advanced 3D animation," said Alberto Clara, CEO, Tracce Design and manager, IED Digital Design Courses. "We are seeing an increase in demand for interactive Web 3D at Tracce so incorporating Cult3D into IED's curriculum was a natural step in educating the next generation of digital designers."

According to Mr. Clara, students will be introduced to the Cult3D Designer once they have built a solid foundation in 3D modeling software packages such as Maya and 3Ds Max and have learned basic skills in HTML and JavaScript programming. Basic Cult3D Designer education will begin in the second year of the

digital design course followed by advanced skills in year three. Students will earn a Certified Cult3D Designer Certificate upon successful completion of the program.

About Istituto Europeo di Design

The Istituto Europeo di Design, established thirty years ago, is the most important Italian vocational institute providing professional training and research in the fields of Design, Fashion and Visual Communication. The school is managed by professionals, who work and do research in co-operation with a wide range of companies. The school is equipped with rooms, labs, libraries and show rooms attended by 2,800 students from 52 different countries. It is an international circle where students learn to work hard while having fun.

In Italy, the Istituto Europeo di Design is located in 3 cities: Milan, Rome, Turin.

In Spain, the school has centres in Madrid and in Barcelona. Milan: In the very heart of one of Italy's most characteristic areas of production, the school gives students direct "on-the-job" training. Turin: In cooperation with leading Italian companies, the school focuses on training in new technologies. Madrid: By aiming at development, the school trains on the European culture of design. Barcelona: A strong economic backdrop where the most innovative creativity comes from experimentation in design.

About Cycore

Cycore is the market leader in interactive 3D software for e-business. Cycore Cult3D® software is an award winning product visualization technology used on websites, 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 CNN, Ericsson Mobile Communications, Fiat, Longines, Sony and Toyota use Cult3D on their websites. To date the number of Cult3D viewer downloads exceeds 12 million. The company was founded and maintains headquarters in Sweden, with offices in North America, France and Germany. Sales for 2001 exceeded \$21.9 million SEK. For further information please visit <http://www.cycore.com>.

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