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SceneCaster Launches Immersiv 3D Viewer

To Drive Mass Adoption of 3D Social Media

Los Angeles, CA – June 10, 2008 – SceneCaster, one of the world’s fastest-growing 3D web applications, today announced the launch of the Immersiv 3D Viewer, a new technology which will enable users to enjoy an immersive 3D experience in their browser, with no plug-in or download required. The launch represents a significant enhancement in SceneCaster’s ability to offer users a way to create, share and interact with 3D scenes that are web-based, easy to access and embeddable anywhere online, including on consumer blogs, web pages and social networks.

“We have always been committed to providing our users with the very best experience for the creation and distribution of 3D content and social media,” said Mark Zohar, Founder and CEO of SceneCaster. “With the launch of our Immersiv 3D Viewer, we are continuing to lower the barriers for the use and adoption of user generated 3D content. At the same time, we’re also enhancing the user experience by allowing users to add their own photos, slideshows, music and videos to their 3D scenes and share their personal content anywhere on the Web using our new Immersiv 3D Viewer.”

Announced and demonstrated at the AlwaysOn OnHollywood 100 event in Los Angeles, the Immersiv 3D Viewer allows users to look around, zoom and interact with user created 3D scenes right in their browser with no additional download requirements. Incorporating SceneCaster’s patent pending contextual commerce and advertising capabilities, the Immersiv 3D Viewer also connects users to relevant ads, offers and eCommerce sites. For brands and businesses, SceneCaster provides a unique opportunity to create and publish 3D immersive scenes or “showrooms” to drive brand engagement and viral marketing campaigns. A movie studio, for example, may create and publish a 3D scene such as a movie theater or media room that features an upcoming movie trailer that can be viewed directly in SceneCaster’s Immersiv 3D Viewer.

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With over one million registered users, SceneCaster has emerged as one of the fastest growing 3D Web applications ever. SceneCaster is accessible across a multitude of social media and networking sites. It is already one of the most popular applications on Facebook and also recently launched a localized version for the Japanese market in partnership with Hakuhodo DY Group, one of Japan's leading media and advertising companies.

To experience SceneCaster's Immersiv 3D Viewer, please visit <http://www.scenecaster.com/web/immersivedemo.php>.

About SceneCaster

SceneCaster is a 3D social media application and online community where anyone can visualize their ideas, share them, and make them real. SceneCaster bridges the gap between the virtual and real worlds by linking the 3D Web experience to online storefronts, product catalogs from leading brands and retailer and social networks. SceneCaster was recently selected by the Industry Standard as one of the top 10 "Net Services that Will Succeed" (see: <http://www.thestandard.com/news/2008/03/31/scenecaster-setting-and-sharing-3d-scenes-easy-way>). For more information please visit www.scenecaster.com.

Media Kit: www.scenecaster.com/web/immersivedemo.php

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