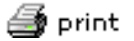


Media Releases

Cycore partners with CeroView to bring 3D to interactive kiosks



One of America's largest kiosk providers selects Cult3D as its solution of choice

TORONTO/IRVINE , Canada/california , January 15, 2003 -

Cycore, the market leader in interactive 3D for e-communication, today announced a partnership with CeroView, a leading self-service kiosk solution provider to jointly market and sell Cycore Cult3D as the #1 interactive 3D software for kiosk display.

“Cult3D was a natural choice for CeroView when evaluating interactive 3D technologies,” said Derek Fretheim, President, CeroView. “Cult3D not only delivers superior image quality but models can be embedded into both online and offline applications, making it a versatile choice for interactive kiosks.”

The joint marketing agreement will showcase a new dimension in self-service kiosk display and target the retail, entertainment, technology, government, education, healthcare, and transportation industries. Clients will have access to custom-built CeroView self-service kiosks with 3D content that seamlessly integrates into their marketing strategy.

“From software to cabinetry, CeroView provides its clients with a complete kiosk strategy and we look forward to value-adding to its impressive package,” said Ted Iannuzzi, CEO Cycore North America Inc. “Increasing kiosk interactivity with real time 3D will provide end users with a kiosk experience second to none.”

Cycore and CeroView will begin marketing joint solution development to their existing clients and are currently pitching custom solutions to a key client in the mobile phone industry as well as high profile museum.

About CeroView

CeroView is an interactive self-service kiosk manufacturing and design firm with extensive experience in public and private sector Internet and interactive display systems. CeroView offers a complete selection of high-tech, Internet, multi-use, compact, and outdoor kiosks. With over 70 dynamic and contemporary kiosk designs, CeroView has a kiosk solution to meet any application need.

CeroView is part of the **ULTIMedia** Group. This International Alliance consists of three manufacturing firms: CeroView, which handles manufacturing and distribution for North and South America; ULTIMedia, which handles manufacturing and distribution in Europe and the Middle east; and Human Touch



Interactive, which handles manufacturing and distribution in Asia and the Pacific Rim. CeroView has offices in Irvine and Napa, California and a satellite office in Herblay, France.

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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 500 brand name companies, including CNN, Fiat, Longines, Nokia, Sony and Toyota use Cult3D. To date the number of Cult3D viewer downloads exceeds 14 million. The company was founded and maintains headquarters in Sweden, with offices in North America, France and Germany. For further information please visit www.cycore.com

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