

## News Release

### SceneCaster Releases Innovative Solution to Accelerate the Growth and Distribution of User Created Virtual Worlds

New York, NY - Virtual Worlds 2008 - April 3, 2008 - SceneCaster today released its new SceneWeaver technology, which promises to accelerate the growth and distribution of user created virtual worlds. First announced and demonstrated at the DEMO 08 Conference, SceneWeaver takes the 3D Web to an entirely new level by allowing users to easily create and weave together their own virtual scenes, embed 3D content on any web page, blog or social network, including Facebook and link their 3D scenes to any website or online destination, including YouTube and Flickr.

“With the release of SceneWeaver, we are making the creation and distribution of user created virtual worlds easier and more accessible than ever before”, said Mark Zohar, SceneCaster Founder. “Users can now easily assemble their own virtual scenes right in their browser using our drag and drop interface, link their 3D content to their online music libraries, photo galleries and movie files, embed and share their 3D virtual scenes on their blog or on any web page and weave together 3D scenes to create a network of interconnected virtual worlds.”

“With SceneWeaver, we have dramatically lowered the barriers to the creation and distribution of virtual worlds thus opening the door to a truly immersive 3D Web”, said Zohar.

With over one half million new registered users in the past four months, SceneCaster has emerged as one of the fastest growing 3D Web applications ever. Through its Facebook application (<http://apps.facebook.com/scenecaster>), SceneCaster has also established itself as one of the most popular social networking applications on the Web and is currently ranked in the top 1.5% of all Facebook applications.

SceneCaster will be showcasing SceneWeaver and its unique 3D Web solutions at the Virtual Worlds 2008 Conference in New York. Mark Zohar will also be speaking at the Virtual Worlds conference on a panel focused on “The Rise of User Generated Virtual Worlds”. This panel discussion will focus on new virtual world technologies and platforms that offer consumers the opportunity to create and share their own virtual worlds.

#### **About Virtual Worlds Conference**

Virtual Worlds 2008 is where leading media consumer entertainment, youth brands and agencies come to understand how to monetize their intellectual property using virtual worlds. It features expert presentations and panel discussions that cover virtual worlds strategy and operational best practices. For more information, visit us on April 3-4 at Jacob K. Javits Convention Center, Level 1, Hall E, BOOTH #2.

## 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 retailers, social networks, and consumers' dreams.

Since its beta launch at DEMOfall 2007 in September 2007, SceneCaster has emerged as the fastest growing 3D Web application for the creation and distribution of personalized virtual worlds and 3D content across the Web. SceneCaster was also recently selected by the Industry Standard as one of the top 10 "Net Services that Will Succeed" (see: <http://www.thestandard.com/news/2008/03/27/opinion-10-net-services-will-succeed-and-10-will-probably-fail>). For more information please visit [www.scenecaster.com](http://www.scenecaster.com).

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