

Major New Release by View22 Technology Extending Applications Reach In To Medical, Dental and Office Equipment Sales

Richmond Hill, Ontario- June 2, 2003 - View22 Technology Inc., today announced the commercial release of version 3.0 of its Interactive Visualization Environment ("IVE"), the technology platform powering all View22 applications. IVE 3.0 includes major enhancements in the usability, functionality and real-time rendering quality of View22's intelligent visualization and configuration solutions. Most notable amongst the enhancements are the introduction of *intelligent business and design rules and features such as Grouped Objects, Smart Objects, collaboration, red-lining, electronic brochure creator, extensive data-mining and reporting, and bi-directional integration of the View22 Space Planners with the View22 Product Configurator solutions.*

View22 has also extended the reach and availability of its applications with the release of IVE 3.0. View22's applications are now available on mobile sales deployment units for enterprise sales forces and on in-store kiosks for merchants and dealers. These solutions are fully compatible with View22's market leading online, web-centric solution.

"We are continually extending our market leadership by utilizing our intelligent 3D visualization technology to create compelling sales, marketing and branding applications for practical deployment which is so important in today's challenging market environment." Said, Amnon Zohar, founder and president of View22 Technology Inc.,

The release of IVE 3.0 is yet another step forward in implementing our vision of making the View22 applications a unique sales and marketing effectiveness tool for consumers and sales professionals. By empowering non-design professionals with intuitive, visual, interactive and Intelligent space design solutions, View22 addresses the key concerns of major organizations - reducing the cost of sales, compressing the sales cycle and gaining competitive market share.

View22's website – www.view22.com -- has been updated to reflect View22's new solutions. The "Demo-Central" section of the website offers View22 clients, prospects, business partners and competitors an in-depth demonstration of the company's capabilities in key vertical markets:

Home (*Kitchen - Bathroom - Yard & Garden -Home Exteriors -Builder Options - Interior Design*), **Retail** (*Store Merchandizing, Store Fixture Layouts, Product Configurators, Kiosk Applications*), **Medical and Dental** (*Sales Deployment Systems, and CRM integration*), **Office Design and Equipment** sales and distribution.

About View22 Technology:

View22 is a leading provider of 3D intelligent space design solutions for the Web offering Fortune 500 companies a powerful and differentiated approach to enhance their sales, marketing and branding strategies through real-time business and marketing intelligence.

View22 offers fully integrated technology solutions for various vertical markets, including the Medical, Manufacturing, Retail, Apparel, Office, Home, New Construction,

Garden and Landscape industries.

Fortune 500 companies such as General Electric, John Deere, Sears, Kohler, Masco, and Bob Vila use View22's solutions to allow their customers to select, place and configure products within their personalized space. The value proposition to these companies includes providing real-time end-user marketing data and business intelligence, compressing the sales cycle for complex product configurations, reducing sales and marketing costs and enhancing overall sales effectiveness as a means to improve their bottom line.

View22's technology and solutions are also being used by industrial and manufacturing companies such as General Electric Medical Systems as an enterprise e-CRM and sales deployment system.

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