

BUNKSPEED

CONTACT:
Thomas Teger
Director of Marketing
BUNKSPEED
714-931-2498
thomas@bunkspeed.com

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BUNKSPEED releases the “3D Interactive Photograph”

Based on research work by Chief Scientist Dr. Henrik Wann Jensen, HYPERDRIVE is the first software application to offer simplified photographic image creation for everyone

SIGGRAPH 2006, BOSTON, Mass. – August 1, 2006 – BUNKSPEED, a leading global provider of high-end visualization software and services, today announced the release of HYPERDRIVE, a new software application for creating photographic imagery of 3D digital models in real time. The solution, described as the “3D interactive photograph”, allows people with no expertise in CAD software or any other imaging software application to instantly and easily create photorealistic images from 3D digital data.

BUNKSPEED made this announcement at today’s opening of SIGGRAPH 2006 in Boston, Mass.

HYPERDRIVE is based on research work of Dr. Henrik Wann Jensen, chief scientist for BUNKSPEED. It is the first software application of its kind that completely removes the complexity that is traditionally associated with the creation of photorealistic imagery.

“Digital image creation with a high level of realism has traditionally required a very specialized skill set, and therefore, the applications required to do this were reserved for experts,” said Philip Lunn, founder and CEO of BUNKSPEED. “With the introduction of the ‘3D interactive photograph,’ we are completely breaking down these traditional boundaries by delivering a software solution that anyone can use to immediately create stunning results in real time. It is essentially a virtual digital camera designed for a broad audience. This will certainly open up a much larger market in the area of digital imagery.

About HYPERDRIVE

HYPERDRIVE is delivering an environment that is fully raytraced in real time, combining and therefore eliminating the traditional time consuming setup of the scene and the processing of the image.

HYPERDRIVE uses High Dynamic Range Images (HDRI) to capture fully accurate lighting and shadow information within the environment. Scientifically measured paints and materials ensure that the product in the rendering looks real.

Similar to a digital camera, the user has control over the lens size, the brightness of the image, the environment itself where the design should be located, and the orientation of the design inside the environment.

HYPERDRIVE is built on an advanced architecture that is fully optimized to run efficiently on any computer configuration. HYPERDRIVE can take full advantage of multi-core machines at near linear scale, and can be displayed at maximum resolution supported by the graphics card.

HYPERDRIVE can be used in a variety of scenarios in design, sales, and marketing:

- Interactive design review during product theme and concept stages
- Headlamp, wheel and other detailed design evaluations and decision making
- Design presentations for use in final approval stages
- Production evaluation for engineering and manufacturing verification
- Interactive image creation for design, sales and marketing

HYPERDRIVE can be seen at this year's BUNKSPEED Technology Night, hosted in the Langham Hotel in Boston, Mass., on August 2nd, 2006.

HYPERDRIVE is available immediately as an add-on to BUNKSPEED's UDRIVE product.

About BUNKSPEED

BUNKSPEED is a leading global provider of visualization software and services for design, engineering and marketing. Headquartered in Los Angeles, California, the company is advancing visualization by developing paradigm shifting technologies for decision making in the digital design process, as well as bridging the gap between design, engineering and marketing. BUNKSPEED's customers include Nissan, Ford Motor

Company, Volvo, Jaguar, Aston Martin, Land Rover, and Pininfarina. For more information on BUNKSPEED's products and services, visit www.bunkspeed.com.

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