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IdentityMine and BLITZ Broaden Their Design Service Offerings with Electric Rain's New StandOut Presentation Solution

*With StandOut, Designers Can Produce Custom Presentations of
Cinematic Quality for Their Business Clients*

BOULDER, Colo. January 30, 2007 – Electric Rain, a software company with a vision of bringing easy-to-use multimedia creation and editing tools to business and design professionals, has signed two high-end interactive design and development agencies to create custom presentation design templates using its new StandOut Presentation Solution, a new class of desktop software built for the new Windows Vista operating system.

IdentityMine and BLITZ are using Electric Rain StandOut Presentation Solution to build custom, editable presentation templates (known as Design Kits) for their business clients to engage audiences at an impactful new level and powerfully convey their presentation messages. StandOut will also allow IdentityMine and BLITZ to further expand their full-featured design and development service offerings and reach new clients and markets.

“StandOut will allow us to achieve a whole new level in high-end rich media presentations that our business clients can edit on their own, while still maintaining the broadcast-level visual experience,” said Ken Martin, CEO and Chief Creative Officer for BLITZ, a full-service interactive agency.

StandOut Presentation Solution blends the simplicity of editing a slideshow with the impact of a custom presentation that uses fluid motion pictures, professional design and artistic creativity to produce an end-result similar to what viewers would see on television or in a movie.

“Because Electric Rain’s new StandOut solution leverages WPF within the .NET 3.0 framework, the creative possibilities are nearly endless,” said Robby Ingebretsen,

IdentityMine's Director of Creative Development. "We're thrilled to apply our current knowledge of the platform to communicate with audiences in truly new and innovative ways, and believe that StandOut is a paradigm shifter."

The StandOut Presentation Solution consists of two software applications: StandOut Designer Editor and StandOut Presenter Edition. StandOut Designer Edition is used in conjunction with Microsoft Expression Studio design tools to allow design firms, ad agencies and in-house design departments to build rich and engaging presentation Design Kit templates for business clients. These Design Kits are delivered to the clients, who can use StandOut Presenter Edition to edit and personalize the content without sacrificing the integrity of the original design. The result is that presenters are able to deliver remarkable cinematic-style presentations that improve the communication experience and achieve results, while StandOut's flexibility eliminates the need for designers to perform ongoing edit-jobs that are often distractions and revenue-losers.

"StandOut is a significant advancement for creative firms like IdentityMine and BLITZ because it extends their design service offerings into the untapped custom presentation market, while eliminating the business pain of relying on the design agency to perform edits," said Electric Rain CEO Mike Soucie. "We're pleased to have forged a relationship with both companies to develop Design Kits that break new ground and set a new industry standard in business presentations."

As the first early-adopters of StandOut Presentation Solution, IdentityMine and BLITZ are currently using the beta versions of the product, which is planned to be publicly available in spring 2007. The solution is scheduled to ship in final production in Q2 2007.

Building Upon the Power of Windows Vista

StandOut Presentation Solution is a next-generation Microsoft .NET 3.0 (Windows Presentation Foundation) desktop application system that exemplifies the graphics power built into Windows Vista. Electric Rain, a Windows Vista Premier Launch Partner and Microsoft Technology Adoption Partner, has been working with the Microsoft Windows Vista ISV team to ensure StandOut is fully operable with the Windows Vista operating system and leverages its multimedia and graphics capabilities.

About Electric Rain

Electric Rain is a Boulder, Colorado-based software company with a vision of bringing easy-to-use multimedia creation and editing tools to business and design professionals. Electric Rain has become the industry-leading developer of 3D Macromedia (now Adobe) Flash solutions, selling over 65,000 units of its flagship product Swift 3D, now in version 4.5. Electric Rain's partners include Adobe, Macromedia, Alias (now Autodesk), and most recently Microsoft, as a Technology Adoption Partner (TAP) for developing new Windows Vista (.NET 3.0-based) applications. For more information, visit: www.erain.com

About IdentityMine

IdentityMine assists leading companies to successfully evaluate and adopt emerging technologies through conceptual demonstrations, functional prototypes, mentorship and training programs, as well as customized development projects. IdentityMine specializes in the design and architecture of immersive Web and interactive application experiences on the Microsoft .NET platform. The company designs, develops, and integrates tomorrow's solutions utilizing the most advanced tools and processes. From internal mission critical applications to new client product innovations, IdentityMine's goal is to merge form and function with a stunning user experience clients have come to expect. Clients include Microsoft, HP, NEC, CCH, Thomson Financial, Pfizer, Hearst and *Forbes*. For more information on IdentityMine, please visit: www.identitymine.com

About BLITZ

BLITZ is an award-winning, full-service interactive advertising agency specializing in the development of revolutionary consumer experiences and campaigns for some of the world's most exciting brands including Microsoft, GE, Adobe, Cranium, Warner Bros., and Epson. Headquartered in Los Angeles, Calif., BLITZ reaches the consumer and business audiences in their medium, manner, and attitude of choice. BLITZ is available online at: www.blitzagency.com



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