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## **ELECTRIC RAIN STANDOUT USED TO DELIVER CINEMATIC PRESENTATIONS AT MIX08**

**New .NET 3.5 based rich media presentation software supports Ray Ozzie's keynote and other event breakout sessions, highlighting Electric Rain's design software and services targeting Fortune 500 companies.**

Las Vegas, NV – March 6, 2008 – Electric Rain, Inc.® this week demonstrated the capabilities of its rich media presentation software, StandOut™, by delivering Ray Ozzie's supporting visuals during the MIX08 conference keynote. This marks the largest event where StandOut has been used to dramatically increase the quality of supporting graphics, animations and visual communication tools in a keynote presentation as well as in a variety of event break out sessions, and to showcase the power of WPF and the .NET framework .

MIX08 is a Microsoft® sponsored event bringing the next generation of cutting-edge technical, creative and business strategists together to explore the latest wave of opportunities and help redefine the boundaries between content and commerce, PC and TV, Windows and the Web.

Concurrent with its participation in MIX08, Electric Rain, a Microsoft Technology Adoption Partner, is introducing its StandOut presentation design software and services to Fortune 500 corporations seeking to enhance the effectiveness of their presentations through cinematic-style visual storytelling.

“Working with the Microsoft team to build the keynote visuals for Ray Ozzie's MIX08 presentation was the perfect way for us to demonstrate the importance of using broadcast-quality experiences that accentuate and support high-level messages delivered by high-profile speakers,” said Mike Soucie, CEO of Electric Rain. “The fact that Microsoft recognizes the value of using powerful visual storytelling techniques to bridge the gap beyond PowerPoint speaks to the need for a next-generation, high-end presentation solution like StandOut.”

StandOut leverages the rich graphics capabilities and technology within the .NET 3.5 framework which is built into Windows Vista®, and allows designers to build custom presentation templates that are dynamic, feature amazingly crisp motion graphics, and far exceed the visual impact and quality of traditional slideshow applications. StandOut enables business professionals to easily edit and

personalize these broadcast-quality presentation templates within an intuitive interface that exemplifies the next-generation user experience possible with Windows Vista.

“The StandOut Presentation Solution is indicative of the new wave of applications being developed around Windows Vista foundational technologies,” Soucie said. “By working closely with Microsoft and utilizing their powerful new design and development tools and platforms, including Expression Blend and Visual Studio, we are ushering in the next generation of products and services that help people connect and communicate in new, dynamic ways.”

By demonstrating how StandOut can deliver a clearly differentiated experience to the 1,000+ attendees at the MIX08 event, Electric Rain is leveraging the event to illustrate how other organizations can elevate company and product brand images through the use of presentation visuals that match the high-definition expectations of audiences worldwide.

The upcoming release of the StandOut Presentation Solution also enables high-end design firms and ad agencies to extend their service offerings to existing and prospective clients.

### **Pricing and Availability**

Electric Rain’s StandOut Presentation Solution, which includes both the StandOut Designer Edition and the StandOut Presenter Edition, will be available in Q3 2008 at a price point competitive with similar presentation and design software applications. StandOut will be sold directly through Electric Rain at <http://www.era.in.com>. Custom presentation design services are available by request.

### **About Electric Rain**

Electric Rain is a Boulder, Colorado-based software company with a vision of delivering easy-to-use multimedia creation and editing tools that can elevate the presentation-delivery games of business design professionals. Electric Rain has become the industry-leading developer of 3D Adobe Flash solutions, selling over 70,000 units of its flagship product Swift 3D, now in version 5.0. Electric Rain’s partners include Adobe, Alias (now Autodesk), and most recently Microsoft, as an elite Technology Adoption Partner (TAP) for developing new Windows Vista (.NET 3.5 based) applications. For more information, please visit: <http://www.era.in.com>.

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