



## News Release

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# **iZ3D Monitor for Gamers Wins the GameIndustry.com 2008 Game of the Year Award - Best Peripheral**

*Intense Competition had Close to 100,000 Votes Cast*

**San Diego, Calif.**, February 25, 2009 -- iZ3D Inc., designer, developer and pioneer of advanced stereoscopic 3D visualization systems, is pleased to announce a new addition to its trophy chest. Readers and followers of the popular gaming website Gameindustry.com honored the 22-inch 3D monitor display system by naming it the "2008 Game of the Year - Best Peripheral."

"If 2009 becomes the year of the 3D game, it will be because of the gains made by companies like iZ3D in 2008. The 22-inch 3D LCD was the first real mass-produced LCD monitor that let games literally take their favorite titles into the next dimension. Today the prices on these amazing monitors are falling rapidly, so the final barrier to widespread acceptance of 3D could soon be crossed," commented John Breeden, Editor in Chief of Game Industry News.

"As a pioneer in the development of 3D drivers and hardware for stereoscopic 3D, 2008 marked another milestone in our pursuit of bringing 3D to the consumer market. More off the shelf 3D games, 3D TV broadcasts and thirty-two 3D movies are slated to be distributed in 2009," stated Thomas Striegler, CEO of iZ3D Inc. "3D as a viable delivery medium is here to stay," he added.

iZ3D's 3D gaming display products are among the first 3D displays being offered nationwide in brick and mortar stores. In addition, the iZ3D monitors are available online at Staples Online, NewEgg, Amazon, Critical Buy, and other e-tailers. Consumers can easily find a listing of store locations and get information on iZ3D's products and special offers at [www.3drulez.com](http://www.3drulez.com).

In recent months iZ3D has made headlines as it introduced the first 3D monitors with custom painted designs from Smooth Creations®, released its new industry-standard-setting 3D display driver, announced channel distribution partnerships with Ingram Micro and D&H Distributing Company, made 3D monitors significantly more affordable, and announced a partnership with AMD which included an ATI 3DLP driver and \$50 rebate offer for ATI Radeon™ graphics card customers.

The iZ3D 3D monitor solution includes:

- 22-inch wide screen 3D/2D keyboard switchable LCD monitor
- 3 pairs of passive polarized 3D glasses (5 other models are available online)
- iZ3D Stereoscopic 3D and Anaglyph 3D software drivers (other drivers are available online)
- Power and video cables
- Quick-start guide
- Free membership into iZ3D's upcoming 3D Owner's Lounge and Gamer's Network

Monitor specifications are:

- 22-inch wide screen LCD
- 1680 x 1050 resolution
- Up to 170-degree 3D viewing angle
- 5ms response time
- 700:1 contrast ratio
- 16.7-million colors
- 300 nits

The solution is compatible with Microsoft Windows XP and Microsoft Vista operating systems, games written for DirectX 8, 9, (soon 10), and requires a graphics card with dual video outputs (VGA, DVI, or HDMI). Most games written in the last six years are already designed for 3D, but have lacked until now, a way of displaying them properly. Games that have been tested by iZ3D, MTBS, and customer testers can be found at [www.3drulez.com](http://www.3drulez.com).

### **Availability and Pricing**

The iZ3D 22-inch monitor has a new manufacturer's suggested resale price of \$399.00 and is currently available at Fry's and Micro Centers as well as online stores including [www.staples.com](http://www.staples.com), [www.newegg.com](http://www.newegg.com), [www.amazon.com](http://www.amazon.com), [www.pcmall.com](http://www.pcmall.com), [www.criticalbuy.com](http://www.criticalbuy.com), [www.iz3d.com](http://www.iz3d.com), and other online shopping sites.

The iZ3D Version 1.09 Driver is available at [www.iz3d.com](http://www.iz3d.com). The standard iZ3D S-3D output and anaglyph output are included with the purchase of an iZ3D monitor. The exclusive ATI 3D DLP output is free to AMD customers. All other drivers can be purchased at \$49.99 per output.

### **About iZ3D Inc.**

iZ3D Inc. is a leading innovator of 3D stereoscopic viewing display solutions. In addition to the design and marketing of 3D LCD displays, the company enables 3D content creation, and promotes the accelerated proliferation of 3D for entertainment and professional applications.

To present an uncompromised 3D experience, company's development approach to 3D stereoscopic viewing includes optimizing solutions for gaming, home entertainment, and professional applications. Each solution is compatible with multiple graphics cards and includes high-performance LCD displays, lightweight passive polarized glasses, and blazingly fast software.

The company is also developing next generation solutions and enabling content for home entertainment and professional applications needing 3D displays to view visually rich movies, photos, and three-dimensional graphics with amazing depth, brightness, and resolution.

iZ3D was formed as joint venture of Taiwan-based Chi Mei Optoelectronics, a worldwide leader in TFT-LCD manufacturing and Neurok Optics LLC, a US-based 3D technology developer and marketing company. The company distributes its products directly at the iZ3D online store and through major online and retail outlets. Please visit [www.iz3d.com](http://www.iz3d.com) or call 858.646.3015 for more information.

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