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**News Release
Media Contact:**

Carol Warren
Antarra Communications
Tel: 714.891.3660 Ext 14
cwarren@antarra.com

3D Monitor has gone Mainstream – Sets Price for Wide Holiday Distribution

iZ3D has taken a bold move to make 3D mainstream this Christmas

San Diego, Calif. (December 1, 2008) – iZ3D Inc., designer, marketer and enabler, of advanced 3D visualization systems, has been quietly but actively promoting the adoption of 3D display technology since 2007. Now the company's breakthrough approach, widely hailed by users as delivering a premier 3D experience, is being priced to make it affordable to casual and enthusiast gamers.

Effective December 1st the manufacturer's suggested resale price for the company's 22-inch widescreen switchable 3D/2D monitor will be \$399.00. The new price has already been reflected at various online e-tailers with plans for availability at in-store retailers to be disclosed in the coming weeks.

"3D isn't new but our approach to it is. We're pioneering new 3D with active programs in display and glasses design, stereoscopic 3D software drivers and media players, 3D players groups, events, and networking, 3D content certification and enablement, and system solution partnerships," stated Thomas Striegler, CEO of iZ3D LLC. The price change, which makes our solution more affordable than ever, is just the latest 3D milestone we've crossed as the leader in this new frontier," he added.

iZ3D premiered its first generation 17-inch 3D monitor in 2006. Improvements in the technology, design, and in-house software drivers converged in 2007 with the release of the 22-inch widescreen model. While critically acclaimed and hailed by customers, the initial price of \$999 was beyond the reach of most gamers.

The new \$399 solution price, roughly the price of 5-10 games, includes:

- 22-inch widescreen switchable 3D/2D monitor
- iZ3D output and anaglyph output drivers
- 3 pair of passive linear polarized glasses
- All power and video cables
- Quick start guide
- 1 Year warranty
- Technical Support
- Free membership in iZ3D's upcoming 3D gaming league

iZ3D also offers the 22-inch monitor in six special edition custom-painted models created by Smooth Creations. These models, available only at www.iz3d.com, were commissioned at the request of customers that wanted their 3D monitors to stand out at LAN parties and grab attention. The custom-painted monitor price has also been reduced to \$549.00

The iZ3D Solution

The iZ3D solution includes a widescreen monitor, viewing glasses, and software drivers. iZ3D developed this unique technology to create an adjustable viewing environment that delivers 3D without the eyestrain, spatial disorientation, or headaches commonly associated with other 3D approaches.

The 22-inch monitor, which is optimized for 3D viewing, can also be easily toggled into a 2D mode when required for productivity applications or email. In 3D mode, viewers see bright, sharp 3D images or video simply by installing the software driver and wearing any of eight iZ3D passive polarized glasses. New or existing PC's equipped with a dual-output video card easily powers the display.

Monitor Specifications include:

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

Most PC games released in the last five years, including many of the most popular multiplayer online, first person shooter, and role-playing games, have already been designed for 3D displays. iZ3D's optimized driver unlocks the third (depth) dimension of these 3D-ready games to allow gamers to finally play them as they were written – in 3D.

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, the company's 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 iZ3D 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 movies, photos, and 3-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 at the iZ3D online store and through major online and retail outlets. Visit www.iz3d.com or call 858.646.3015 for more information.

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