

## **SceneCaster and Millions of Us Partner to Expand Choices for Consumers, Advertisers**

*SceneCaster and Millions of Us, Inc. today announced a partnership to accelerate SceneCaster's growth and expand Millions of Us' platform portfolio. Both firms are pioneering efforts to mainstream the 3D Web and to deliver unprecedented campaigns for advertisers.*

San Jose, CA (PRWEB) October 11, 2007 -- SceneCaster and Millions of Us, Inc. today announced a partnership to accelerate SceneCaster's growth and expand Millions of Us' platform portfolio. Both firms are pioneering efforts to mainstream the 3D Web and to deliver unprecedented campaigns for advertisers.

"Millions of Us clearly meets our need to work with partners that understand the importance of creating immersive sponsor opportunities that engage consumers," said Mark Zohar, SceneCaster founder. "While we aim to deliver the best the web has to offer with a rich immersive 3D experience for users, with Millions of Us we can now deliver the best 3D web marketing opportunities for advertisers as well."

SceneCaster allows any Internet user with basic Web skills to easily create, share and discuss their own 3D scenes or to transform existing 3D scenes using a simple and intuitive drag and drop interface. Featuring integration with Google's 3D Warehouse™ and Turbo Squid, SceneCaster provides access to the largest catalog of 3D content on the Web, making it easier than ever for users to search for, select and customize 3D content for their 3D scenes.

SceneCaster extends the rich visual experience of 3D on the Web to the mass audience including consumers, creative professionals, and social media enthusiasts. Bridging the gap between the virtual and real worlds, SceneCaster also connects the 3D experience to eCommerce sites such as eBay and [Amazon.com](http://Amazon.com), product catalogs from leading manufacturers and retailers and to other rich media social networks such as Flickr and now Facebook. With the SceneCaster application for Facebook people can create, transform and explore interactive 3D scenes and share them with their friends - all within Facebook.

Millions of Us has established itself as a market-defining force in the fast-growing virtual worlds space and has delivered dozens of unprecedented campaigns for global brands including Warner Bros., Toyota and Intel. The agency's management team includes prominent innovators in virtual worlds technology and creative content, along with advertising industry veterans who have pioneered social media and interactive campaigns.

"We've assisted over one third of the Fortune 50 with their entries into Second Life and other virtual world and social media platforms," said Reuben Steiger, CEO, Millions of Us. "SceneCaster is rapidly shaping into a robust platform which is open, more accessible and more

distributed to appeal to a mass market and to brands."

#### About Millions of Us

Millions of Us, Inc., is an agency specializing in virtual worlds. Founded in 2006 and based in San Francisco, the agency's clients include 20th Century Fox, Warner Bros., Toyota, Microsoft, Intel and Coca-Cola.

#### About SceneCaster

SceneCaster is a 3D Web community where anyone can visualize their ideas, share them, and make them real. SceneCaster bridges the gap between the virtual and real worlds by connecting the 3D Web experience to online storefronts, product catalogs from leading brands and retailers, social networks, and consumers' dreams. SceneCaster is a brand initiative of View22 Technology Inc., a leading provider of 3D Web commerce and media solutions used by Global 2000 companies. For more information please visit [www.scenecaster.com](http://www.scenecaster.com) <<http://www.scenecaster.com>>.

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