

For Immediate Release

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Strata and Away3D Partner for Flash 3D

Strata™ and Flash® 3D Pioneer Away3D™ Partner in Joint Technology and Product Development

St. George, Utah, February 8, 2008 — Strata, the company adding the power of 3D to the designer's toolset, announced today that it has entered into partnership with the pioneering developers of the Away3D Flash based 3D engine. The objective of the partnership is to develop technologies and tools that make it easy for creative professionals to add Flash based real-time 3D to their projects.

Strata Live 3D™

With the recent release of Strata Live 3D 1.5 Strata has made it easy to create interactive 3D for PDF documents and the web. This new version integrates scriptable 3D with Adobe's Photoshop CS3 Extended 3D capabilities. The partnership with Away3D will further extend Strata's leadership in real-time 3D for creative professionals.

Rob Bateman, Away3D Team Lead

"We're very excited to be partnering with Strata to include our technology in Strata Live 3D. We believe, by combining our industry leading technology for Flash 3D with Strata's technology and product line, new creative opportunities will be opened up for the market. This will put real-time Flash based 3D into the hands of professional designers, web developers and other creatives. I predict you'll begin to see 3D used in places previously relegated to simple 2D graphics."

Ken Bringhurst, Strata President

"Strata has been a leader in providing real-time 3D to creative professionals for many years. What we haven't provided to date is 3D that plays directly in Adobe's industry standard Flash player. Our partnership with Away3D will change that. We foresee this union of technologies will have a dramatic effect on 3D and Flash content. Designers can repurpose their 3D content for use in static images, PDF's, animations, live 3D web content, as well as 3D Flash content.

For more information about Strata Live 3D and the rest of Strata's products, visit www.strata.com. For more information about Away3D and the Away3D Flash based 3D technology visit www.away3d.com.

For detailed video tutorials showing how Strata and Photoshop can be used in real-world situations, visit www.3Dlayer.com. Tutorials presented by both Dave Cross and Colin Smith are among those available.

About Strata

Strata is a division of Corastar Inc. Strata is located in the scenic red rock country of southern Utah. For more information see www.strata.com, or call 800-678-7282.

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