



Electric Rain Wins Grand Prize in Microsoft Code Master Challenge

Company's StandOut Presentation Solution Earns Top Honors as Most Innovative Windows Vista Application

BOULDER, Colo. April 17, 2007 – Electric Rain® was selected as the grand prize winner of the Windows Vista Code Master Challenge for its development of the StandOut™ Presentation Solution, a new desktop application for creating stunning cinematic-style presentations. Electric Rain StandOut was selected for the \$50,000 grand prize out of more than 4,400 registrants.

“Microsoft is pleased to award Electric Rain with the grand prize for the Code Master Challenge,” said Tom Caputo, group product manager for the Windows Client Group at Microsoft Corp. “Their StandOut Presentation Solution showcases what is possible with Windows Vista’s advanced graphics and is a great example of the endless innovation possible on the Windows platform.”

A team of six Electric Rain developers and designers spent more than two years creating StandOut Presentation Solution, leveraging the extensive API (Application Programming Interface) made available by the Windows Vista team.

“Our primary motivation for developing the StandOut Presentation Solution was the business community’s growing frustration with traditional slideshow tools that failed to compel audiences to sit up and get engaged,” said Mike Soucie, CEO of Electric Rain. “We designed StandOut to make optimal use of the rich graphics and media display capabilities of Windows Vista and we’re very happy to see the results of our efforts recognized by Microsoft with this prominent award.”

Electric Rain is one of a select group of Windows Vista Premier Launch Partners, as well as a Microsoft Technology Adoption Partner. As a Premier Partner, StandOut is showcased on the Windows Vista Innovation Café Web site where users can view a step-by-step demonstration of the StandOut Presentation Solution. To experience it, follow this link and select StandOut under the “Business” tab:

<http://www.microsoft.com/windows/products/windowsvista/innovation/default.aspx>

About StandOut Presentation Solution

Electric Rain StandOut Presentation Solution is a Microsoft .NET 3.0 (Windows Presentation Foundation) solution that is comprised of two software applications –

StandOut Designer Edition and StandOut Presenter Edition. StandOut Designer Edition enables design firms and ad agencies to convert multimedia assets built in Microsoft Expression Blend into presentation templates, called Design Kits. These Design Kits are delivered to business clients, who can use Standout Presenter Edition to edit and personalize the content without sacrificing the integrity of the original design.

StandOut Presentation Solution will soon be available in public beta. To participate in the beta program, please sign up at: <http://www.eraim.com/Products/StandOut/SignUp.asp>

About the Code Master Challenge

The Windows Vista Code Master Challenge was developed to help drive the creation of innovative and exploitative applications on the Windows Vista platform. The awards program was open to all independent software vendors (ISVs), developers and custom solutions providers worldwide. Finalist entries were judged by a group of Microsoft and third-party judges, and prizes were awarded in December 2006.

About Electric Rain

Electric Rain is a Boulder, Colorado-based software company with a vision of bringing easy-to-use multimedia creation and editing tools to business and design professionals. Electric Rain has become the industry-leading developer of 3D Macromedia (now Adobe) Flash solutions, selling over 65,000 units of its flagship product Swift 3D, now in version 4.5. Electric Rain's partners include [Adobe](#), [Macromedia](#), Alias (now Autodesk), and most recently [Microsoft](#), as a Technology Adoption Partner (TAP) for developing new Windows Vista (.NET 3.0-based) applications. For more information, visit: www.eraim.com

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