

**Media Contact:**  
Dave Klein, Electric Rain  
[dklein@erain.com](mailto:dklein@erain.com)  
303-543-8230

## **ELECTRIC RAIN RELEASES ZAM 3D ENABLING 3D INTERACTIVE DESIGN CAPABILITIES FOR WINDOWS VISTA AND .NET 3.0 APPLICATIONS**

### **3D design tool exports 3D scenes as XAML markup for integration with Microsoft® Expression® Blend™ to develop rich and engaging 3D UI controls**

Boulder, CO – December 10, 2007 – Today Electric Rain, Inc.® announced the release of ZAM 3D™, a 3D modeling and animation product aimed at developers and designers utilizing Microsoft Windows Presentation Foundation (WPF) to build new applications for the Windows Vista operating system as well as Windows XP with the .NET 3.0 framework installed.

ZAM 3D enables application developers and interactive designers to move beyond traditional user interface design and begin utilizing compelling and immersive 3D elements in their products. ZAM 3D radically increases productivity when building 3D elements by providing an approachable, yet powerful 3D authoring environment that automatically generates XAML markup for WPF, eliminating the need to hand code the geometry, lights, cameras and animation that make up a 3D scene.

Output from ZAM 3D will seamlessly integrate with the new Microsoft Expression® Blend™ interface design tool, allowing 3D components and controls to be composited directly into an application interface. 3D XAML objects can be taken a step further within Microsoft Expression Blend by mapping 2D images and video onto 3D elements and applying interactive code to create broadcast-quality visual experiences that will clearly differentiate .NET 3.0 applications from conventional software experiences.

“Windows Vista and WPF are enabling a new level of visual expressiveness in software design, and 3D controls and components will play a major role in delivering these experiences,” said Mike Soucie, President of Electric Rain, Inc. “Application developers and interactive designers have been offered a great opportunity with the 3D rendering capabilities built into the .NET 3.0 Framework, and Electric Rain is excited to supply a 3D authoring solution that allows them to successfully explore this new frontier of interface design.”

#### **Key benefits of ZAM 3D:**

- Provides an easy to use 3D authoring environment for designers and developers
- Offers both basic and advanced 3D modeling and animation capabilities

- Converts existing 2D artwork in the AI and EPS formats into 3D models
- Imports pre-built 3DS and DXF models for quick conversion to XAML
- Outputs 3D XAML markup that integrates seamlessly with Microsoft Expression Blend and Visual Studio 2005 and 2008
- Leverages WPF, the presentation subsystem for Windows Vista (also available on XP), to enhance application interface design

"We're excited that Electric Rain has produced a 3D modeling and animation product that integrates with Microsoft Expression Blend," said Forest Key, group product manager of the .NET Developer Product Marketing Group at Microsoft Corp. "Electric Rain's product brings powerful 3D modeling and animation capabilities to both the creative designer and application developer, and will offer exciting opportunities for creating superior content and rich user experiences for Windows Vista."

ZAM 3D is a Windows only solution and is currently available from Electric Rain for \$249.00 USD. Existing Swift 3D Customers can purchase ZAM 3D for only \$149 with a valid Swift 3D serial number. For more information on ZAM 3D please visit: <http://www.eraim.com/products/zam3d/>.

#### **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 Flash solutions, selling over 65,000 units of its flagship product Swift 3D software. 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](http://www.eraim.com).

###