

**For Immediate Release**

**For More Information Contact:**

Ed Wunsch — Electric Rain, Inc.

P (303) 543-8233

F (303) 543-8225

E [ewunsch@erain.com](mailto:ewunsch@erain.com)

**ELECTRIC RAIN RELEASES INSANELY COOL BOX WITH SOME SOFTWARE INSIDE**

**Sleek new box design reasserts ERAIN's position as innovative pioneers in the field of software packaging, also throwing in a nifty application people might find useful**

Boulder, CO – August 6, 2004 – Today Electric Rain, Inc.<sup>®</sup> announced the release of the Swift 3D<sup>®</sup> V4 Box, a bold new packaging solution that merges clean design with cutting edge materials to produce a container that breaks the mold of traditional shrink-wrapped software. Included with the new packaging is a 3D vector graphics program, also referred to as Swift 3D V4 (not to be confused with the Swift 3D V4 Box).

“Electric Rain continues to raise the bar in the competitive world of packaging and collateral,” said Mike Soucie, President of Electric Rain, Inc. “The Swift 3D V4 Box offers ground-breaking advancements in the technology of software containment, merging high-end, minimalist design with cutting edge metallic materials only recently de-classified from the United States space program. When we heard about this new metallurgical substance we just had to produce some software that would fit well inside. I give our engineers a ton of credit for producing an application that really highlights this fantastic new box. It’s going to make a lot of our customers really, really happy... the box, that is.”

The Swift 3D V4 Box features a polished surface designed to perfectly reflect and refract even the most subtle of light rays. The box has rounded corners, beveled edges and a versatile form factor suitable for display in the most elegant of surroundings. It comes complete with a die-stamped, form fitting lid with a one-of-a-kind silk-screened logo. Inside, there’s software.

“When I received my Swift 3D V4 Box in the mail I pretty much freaked out,” said Mark Rush, Senior Designer, RUSHVision. “Electric Rain has always produced the highest quality packaging in the business, but when I saw what they had done with version 4.0 of their box design I knew I was dealing with a truly brilliant organization. The first thing I did after removing the bulky

software inside was clear a place on my mantle for the shiny new artwork. The Swift 3D V4 Box has changed the way I think about software packaging forever and I thank the folks at ERAIN for opening my eyes to the future. Oh...and that 3D stuff is kind of cool too.”

The Swift 3D V4 Box is available immediately from the Electric Rain Web site. The SRP for the Swift 3D V4 Box is \$188.99 USD for the container-only version, with an upgrade to the software-included version for an additional \$0.01 to cover the additional cost of technology development. The software will probably run on most computers, but the box is guaranteed to look great under any circumstances and there is a complete money-back guarantee on the product (box only).

**About Electric Rain, Inc.**

Electric Rain is the industry-leading developer and supplier of software packaging solutions. Electric Rain's product line includes Swift 3D standalone boxes and Swift 3D plug-in boxes for 3ds max, LightWave 3D and SOFTIMAGE|XSI. Electric Rain actively licenses its proprietary packaging technology to other software companies. For more information, visit <http://www.eraim.com> or call 1-555-COOL-BOX.