

International Media Release
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WORLD FIRST – INTERNET ENTERS THE THIRD DIMENSION – EXITREALITY

Melbourne, Australia, 18th September 2008, Mark this date in your diary as the day the entire World Wide Web enters three dimensions (3D) and creates a social impact as groundbreaking as the invention of the mobile phone. In a world's first, ExitReality is revolutionising the Internet by instantly turning every single website into a global 3D virtual world.

“ExitReality goes far and beyond any other 3D destination ever created. With Second Life and World of Warcraft, users visit the one destination for a virtual experience, but ExitReality allows you to view not just that one website, but the entire World Wide Web in 3D,” said founder of ExitReality, 36-year-old Australian Danny Stefanic.

“The free Internet plug-in takes only 20 seconds to download, but opens up the user to a whole new universe. It transports you to a world where social network pages such as Facebook become 3D apartments users are able to decorate; a world where YouTube is transformed into the world's largest 3D cinema where people can watch movies with their friends; a world where photo albums become virtual galleries and music is played out of a jukebox. And it's not a solo experience — the user can see and share experiences with their friends while chatting with them and other people at either their own website or the other billion web pages,” added Danny.

First conceived by Danny 13 years ago, the team at ExitReality has worked steadily since then to develop the concept into a staggering phenomenon that forges the way to the future of the Internet.

While the user is plunged into a universe of possibility, the business owner reaps the benefits. For any website owner (or publisher), ExitReality provides greater user engagement, potentially higher website traffic and a deeper, richer advertising experience.

“Users would normally spend no longer than a couple of minutes on a 2D website – in a 3D environment, this time can extend to half an hour, which creates a huge potential for the website owner to maximise user engagement,” said Danny.

For the advertiser, ExitReality introduces 3D advertising on a large scale to the Internet, enabling greater brand exposure, targeted audiences, longer prospect attention and retention, and more creative presentations.

“In 3D, advertisers are able to make even banner ads more creative, as a banner ad could be trailing off a virtual aeroplane flying around the screen,” said Danny.

“3D is a new digital frontier. It is a media type that has yet to be fully adopted by the mass market of web users. Like text, images, video and audio, I see 3D as another form of media. Each medium has its role, and 3D doesn't take over from the other mediums, it adds another rich layer,” added Danny.

In what is sure to be a landmark event, ExitReality is launching the world's first ever 3D Internet, transporting users from two dimensions to three. It's history in the making.

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