



FOR IMMEDIATE RELEASE

Press Contact--Not For Publication:

Mike Parlow
Phone: +1 604-728-7258
E-mail: parlow@objectraku.com

For Publication:

Object Raku Technology Inc. Phone: +1 604-728-7258
General Information: info@objectraku.com
Web: www.objectraku.com

Object Raku Technology goes Hollywood

Vancouver, BC, Canada — Leveraging their specialized 3D production and networking experience, Object Raku Technology played a key role in the success of the first-ever Official 3D Virtual *Star Trek* Convention, Vir-Con 2002. Produced by virtual-conventions, llc, and designed to support up to 100,000 on-line attendees, the virtual convention attracted fans from 95 countries and delivered a truly groundbreaking experience. Among the many firsts, Vir-Con attendees used 3D avatars in the convention theme – over 60 *Star Trek* avatars were created by Object Raku – and participated in live conversations via the multi-user network configured by Object Raku. “It was a challenge we wanted to take up.” says Trevor Hooper, Principal Analyst and co-founder. “The project covered technological areas that we were very familiar with as well as other areas that really no-one had done in the way it was going to be required to make this event a success.”

This was Object Raku’s first significant foray into the commercial entertainment industry. Founded in 1997, the company has led the defense industry with portable, laptop based mission-planning and 3D visualization tools for use by soldiers and marines. Competing successfully against very large, entrenched players in the defense industry is an accomplishment not many companies can boast about. Object Raku Technology’s focus on their customers’ needs and practical solutions has made the firm a sought-after partner. “We have no interest in re-inventing the wheel”, says Hooper, “Where we’ve come out with product solutions, like Sextant VWT™ or Raku Symbol Server, there simply wasn’t anything out there doing the job.”

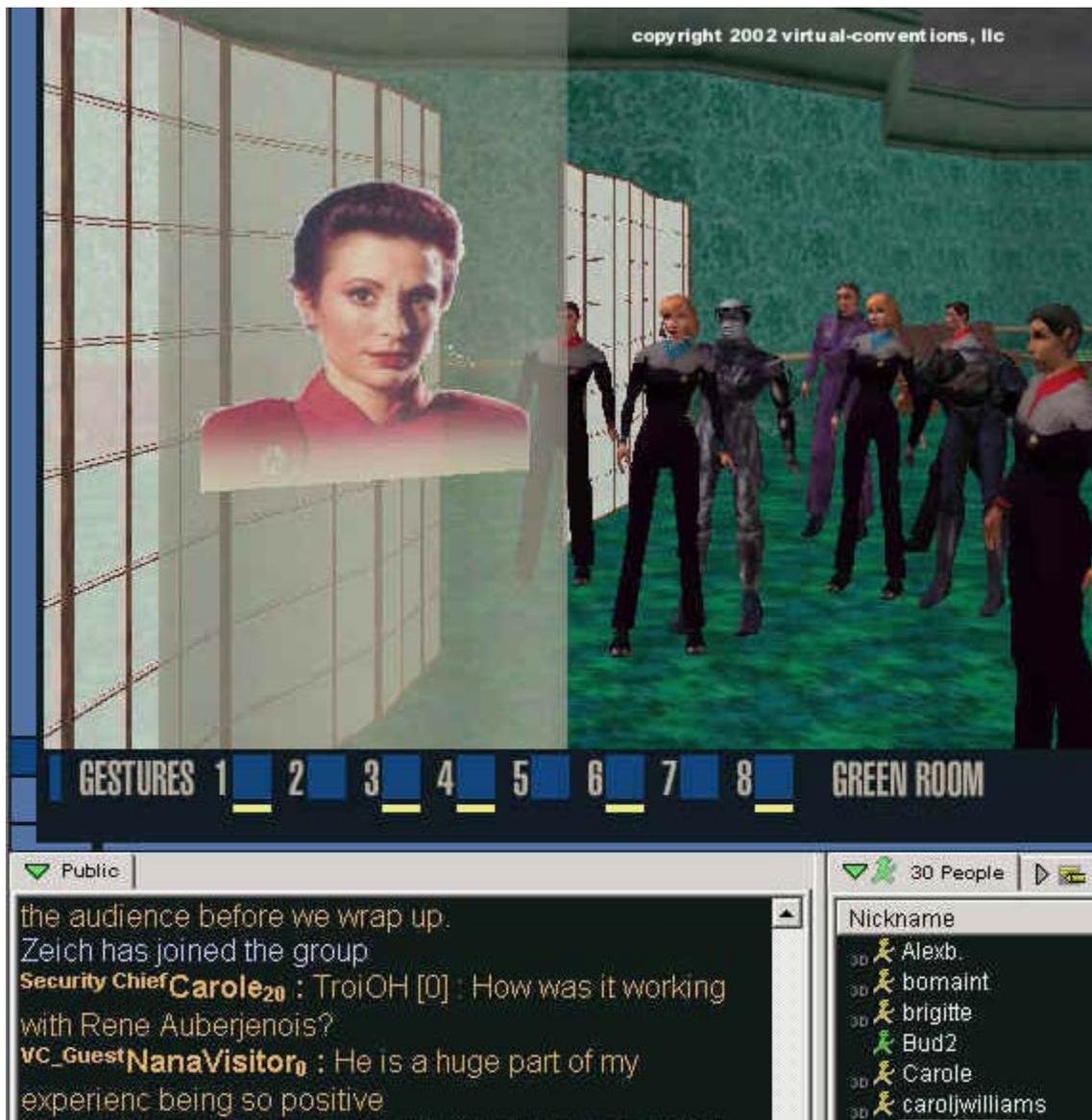
The 3D multi-user technology Object Raku configured for Vir-Con 2002 was one of the same platforms it delivers to military and government clients. “One of our strengths has always been that we can adapt off-the-shelf technologies to meet the needs of our clients.,” commented Mike Parlow, Director Sales and Training at Object Raku. “Our Vir-Con experience not only opens the company to lucrative opportunities in an exciting new market; it solidifies our grasp and belief in our core capabilities and technology.”

www.objectraku.com

Copyright 2002 Object Raku Technology Inc.

Object Raku Technology goes Hollywood

The selection of Object Raku to do *both* the multi-user platform programming configuration as well as the 3D content creation was made by W. Vito Montone, founder and managing partner of virtual-conventions, llc. "Object Raku's innovative past with a demanding client base along with their strong base competency in our selected core technology made them a natural contender. What clinched it, however, was their 'never-say-die' attitude. They were always confident they could see their part of the project through to a success – and they delivered!"



Object Raku Technology goes Hollywood

###

About Object Raku Technology

Object Raku Technology Inc. pioneered the first PC-based tactical 3D scene generation system that uses standard military and commercial vector and elevation data to create fully functional interactive 3D models of landscape, buildings and other scene culture. 3D scenes created are easy to disseminate over an internet or network connection and can be viewed concurrently by multiple on-line users.

About virtual-conventions, llc

virtual-conventions, llc specializes in creating mega-brand 3D convention events to consumers worldwide on the Internet. They leverage what the web does best—customer aggregation from around the world, delivery of streaming video with two-way communication, chat, e-commerce, contests, and auctions to create a unique blend of multi-media. Vir-Con provides a connection that ultimately allows the user to “live” in a virtual version of an actual physical convention or event. Visit www.virtual-conventions.com.

Star Trek™, ® and © 2002 Paramount Pictures Corporation. All Rights Reserved. Star Trek and Related Marks are Trademarks of Paramount Pictures.