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**Electric Rain Transforms Presentations with
StandOut Presentation Solution for Windows Vista**

*New StandOut Solution Enables Designers to Create Captivating Cinematic-style
Presentations for Their Business Clients*

BOULDER, Colo. January 30, 2007 – Electric Rain, a software company with a vision of bringing easy-to-use multimedia creation and editing tools to business and design professionals, is ushering in a stunning new era of presentations with the announcement of its new StandOut Presentation Solution. This innovative desktop presentation software is one of the first full-featured designer and line-of-business applications built for the Windows Vista operating system, and introduces design firms, presentation creators, presenters and their audiences to a vastly improved presentation experience.

Making optimal use of the rich graphics capabilities and technology built into Windows Vista, StandOut allows designers to build custom presentation templates that are dynamic, feature amazingly crisp motion graphics, and far exceed the visual impact and quality of traditional slideshow applications. StandOut enables business professionals to easily edit and personalize these broadcast-quality presentation templates within an intuitive interface that exemplifies the next-generation user experience possible with Windows Vista.

“With StandOut, not only do designers profit from the ability to create amazing custom templates with graphics that jump off the screen, but business presenters can now develop jaw-dropping presentations that engage all of the senses,” said Mike Soucie, CEO of Electric Rain, a Windows Vista Premier Launch Partner. “Thankfully, we can all say goodbye to the era of boring, text-heavy slide shows expected to engage an audience with a series of bullet points.”

StandOut Presentation Solution blends the simplicity of editing a slideshow with the impact of a custom presentation that uses fluid motion pictures, professional design and artistic creativity to produce an end-result similar to what viewers would see on television or in a movie. Whether it is an important meeting, a major speech, a critical sales presentation or an informative training session, these high-quality visual experiences

elevate a presenter's ability to communicate effectively with an audience and achieve superior results.

"We are excited about the tremendous support and enthusiasm Electric Rain is providing for Windows Vista. StandOut will impact how presentations are conceived, organized and created. Most importantly, it exemplifies an entire new wave of applications being developed around Windows Vista," said Dave Wascha, director of Windows Client at Microsoft Corp. "By working closely together, we are ushering in a new generation of technologies that help people connect and communicate in new, dynamic ways."

Electric Rain's StandOut Presentation Solution is comprised of two software applications – StandOut Designer Edition and StandOut Presenter Edition. StandOut Designer Edition uses Microsoft Expression Studio design tools to allow design firms, ad agencies and in-house design departments to build presentation templates, called Design Kits, for business clients. These Design Kits are delivered to the clients, who can use StandOut Presenter Edition to edit and personalize the content. Design Kits allow Presenter Edition users to re-order content, extend or reduce length, or even rebuild a presentation from scratch without sacrificing the integrity of the original design. StandOut's flexibility eliminates the need for designers to perform ongoing edit-jobs that are often distractions and revenue-losers.

For an online demo of StandOut, visit:

<http://www.eraim.com/products/standout/demo/StandOutMasterIntro.html>

For full technical specifications, visit:

http://www.eraim.com/products/standout/docs/Erain_StandOut_Data_Sheet.pdf

Building Upon the Power of Windows Vista

StandOut Presentation Solution is a Microsoft .NET 3.0 (Windows Presentation Foundation) desktop application system that exemplifies the graphics power built into Windows Vista. Electric Rain, a Windows Vista Premier Launch Partner and Microsoft Technology Adoption Partner, has been working in conjunction with the Microsoft Windows Vista ISV team to ensure StandOut is fully operable with the Windows Vista operating system and leverages its multimedia and graphics capabilities.

Pricing and Availability

Electric Rain's StandOut Presentation Solution, which includes both the StandOut Designer Edition and the StandOut Presenter Edition, will be available in Q2 2007 for a selling price that is competitive with similar presentation and design software applications. StandOut will be sold directly through Electric Rain at www.eraim.com.

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](http://www.adobe.com), [Macromedia](http://www.macromedia.com), 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.erain.com

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