

## ISee3D Completes Critical Design Review for Single Lens 3D Camera

ISee3D Inc. (TSXV: ICT) today announced the successful completion of a Critical Design Review (CDR) for the development of a single lens camera capable of capturing high-definition 3D still and video images. The completion of the CDR, a key milestone in ISee3D's execution schedule, paves the way for the creation of 3D camera prototypes and specifications to accompany ISee3D's licensable patents. These prototypes represent a major advancement in 3D capture technology – demonstrating that common consumer electronics (cameras, camcorders, cellular cameras) can be made 3D-high-definition capable.

“The completion of the CDR with Battelle is a significant step towards bringing 3D-empowered devices to the mass public,” commented Dwight Romanica, CEO and President of ISee3D. “We have already experienced exceptional commercial interest in our single lens 3D technology, so with the completion of this review and the imminent delivery of the prototypes, the interest from potential customers and partners will certainly increase.”

The CDR confirms the characterization and feasibility of the components that will be utilized in the assembly of the High Definition 3D camera prototypes. The single lens prototypes, developed with engineering assistance from Battelle, will represent a significant advancement in 3D capture technology providing the consumer with ease of use identical to 2D lenses. ISee3D's single 3D lens will be capable of capturing large format, high-definition images but, more importantly, by employing a solid state optical switch (shutter), the lens should meet with the size and cost requirements for broad adoption by consumer electronic manufacturers.

### **About ISee3D**

ISee3D Inc. (TSX-V: ICT) owns certain patented technology which provides for the capture of stereoscopic (3D) images through a single lens. The Company's technology has broad application in several markets including the home entertainment industry, consumer electronics, and imaging devices of all sorts including microscopes, endoscopes as well as more sophisticated medical imaging systems.

### **About Battelle**

Battelle is the world's largest non-profit independent research and development organization, providing innovative solutions to the world's most pressing needs through its four global businesses: Laboratory Management, National Security, Energy Technology, and Health and Life Sciences. It advances scientific discovery and application by conducting \$5.2 billion in global R&D annually through contract research, laboratory management and technology commercialization.

*Statements included in this announcement, including statements concerning our plans, intentions and expectations, which are not historical in nature are intended to be, and are hereby identified as, "forward-looking statements" for purposes of the safe harbor provided by Section 21E of the Securities Exchange Act of 1934, as amended by the Private Securities Litigation Reform Act of 1995. Forward-looking statements may be identified by words including "anticipates", "believes", "intends", "estimates", "expects" and similar expressions. The company cautions readers that forward-looking statements, including without limitation those relating to the company's future operations and business prospects, are subject to certain risks and uncertainties that could cause actual results to differ materially from those indicated in the forward-looking statements.*

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