



ISee3D Inc.

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ISEE3D ENTERS 'STRATEGIC PARTNERSHIP' WITH A LEADING US COMPANY ABEL CINE TECH

Montreal, QC, Canada – April 28, 2010 – ISee3D Inc. (TSX-V: ICT) announced today it has entered into a strategic partnership with Abel Cine Tech, a leading US supplier of professional film and HD equipment with facilities in New York City, Burbank, CA and Chicago, IL.

Abel Cine Tech will immediately start a market assessment in the broadcast and entertainment industries for ISee3D's single lens, single camera technology.

ISee3D CEO Dwight Romanica said "We believe our technology has the potential for broad acceptance within these industries, particularly as we have the ability to shoot in real time and should substantially reduce post-production costs.

"Major TV screen manufacturers are currently selling, or about to launch 3D-ready televisions, and this is a critical juncture for ISee3D as we now need to be moving quickly and effectively to take up opportunities in the 3D production and broadcast industries.

"The recent massive box office popularity of 3D films has shown there is a truly global appetite for 3D, but there will be, we believe, a shortage of quality, 3D content. Our technology is extremely versatile in that it can enable extremely small cameras working with lenses of less than one millimeter up to the largest lenses in prosumer and professional cameras to create 3D content," said Romanica.

"We looked long and hard for the right partners for these industries. We believe Abel Cine Tech is the best partner for us. Abel Cine Tech is very highly respected, technically proficient, established, and experienced, and, with facilities in Burbank, California, New York and Chicago, it has a very strong footprint across the entire US. They will provide us with mission critical market intelligence as well as management support, so we can maximize our joint opportunities in the North American markets," concluded Romanica.

Abel Cine Tech CEO, Peter Abel, said, "ISee3D's unique technology, we believe, opens up all sorts of opportunities in our industry. The initial objective for Abel Cine Tech in this partnership will be to assist ISee3D senior management in determining appropriate strategies for bringing the core ISee3D technology and intellectual property into the North American professional production and broadcast industries in as opportunistic, timely and profitable a manner as possible."

About Abel Cine Tech

Abel Cine Tech, established in 1989, is a leading supplier of professional film and HD equipment with facilities in New York City, Burbank, CA and Chicago, IL. The company is a Sony Elite III Reseller, Panasonic Specialty Reseller, the exclusive US agent for Aaton motion picture cameras, and the North American agent to the production market for Phantom high-speed cameras. Abel is also the exclusive reseller of specialty equipment including Panther Broadcast tripods and dollies, the CamTram System, Creamsource lighting fixtures, and Air Sea Land Gear. For more information, visit www.abelcine.com.

About ISee3D Inc.

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 applications in various markets, including the home entertainment industry, consumer electronics, and imaging devices of all types including microscopes, endoscopes as well as more sophisticated medical imaging systems. www.isee3d.com.

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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