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ISee3D Inc. Retains New York Firm To License Tech Into Healthcare Globally

Toronto, ON, Canada – May 14, 2010 – ISee3D Inc. ("ISee3D" or the "company") (TSX -V: ICT)

ISee3D Inc. has retained Scarsdale Equities LLC's health care banking team in New York to act as ISee3D's agent to generate non-equity licensing of ISee3D's technology in advanced health care and medical applications worldwide.

Scarsdale Equities' health care banking specialists, staffed by health care professionals, will commence licensing efforts in health care and medical fields, including, but not limited to, diagnostics, minimally invasive surgery, oncology, ophthalmology and dentistry. The licensing efforts will cover the application of ISee3D technologies in microscopes, colonoscopes, bronchoscopes, endoscopes, arthroscopes and borescopes.

Dwight Romanica, ISee3D's chief executive officer, said: "We believe our technology has the potential for broad acceptance within endoscopy and microscopy. For example, having previously developed and received FDA approval for an endoconverter system to create realistic 3-D images for a surgeon to perform minimally invasive surgery, the company is focused on reintroducing the next generation HD version of the technology to endoscope manufacturers worldwide.

"ISee3D has adapted its single-lens, single-camera technology to allow microscopes to work at up to 1,200 times magnification. This microscope initiative is market driven, and serves a wide market base in the research sector, where 3-D visualization provides a marked improvement over existing systems today.

"We believe that the Scarsdale Equities health care banking team will greatly assist iSee3D in maximizing market penetration and licensing revenue in worldwide health care applications. Key factors in our selection included Scarsdale Equities' market intelligence, access to key potential licences and understanding of the broad licensing opportunities.

"We expect Scarsdale Equities to support the worldwide health care applications licensing process, generating situations to out-license the technology in a timely manner," concluded Mr. Romanica.

About Scarsdale Equities

Scarsdale Equities is an institutional broker dealer located in New York. The founding partners of Scarsdale Equities are veterans of the U.S. financial services industry, as investment bankers, investors and analysts. The firm's services include investment banking, institutional equity brokerage, discretionary account management, and start-up consulting and advisory services for money managers. Special focus is devoted to health care investment opportunities, and Scarsdale has built a health care group staffed by health-care-centric professionals with extensive formal education and experience in medical devices, diagnostics and therapeutics. The firm is a member of the Financial Industry Regulatory Authority (FINRA) and Securities Investor Protection Corp.

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 application 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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