



## **ISee3D Begins Development Project With Webcam Manufacturer**

**VANCOUVER, July 21, 2011** - ISee3D Inc. (TSX-V: ICT), is pleased to announce that it is collaborating with a manufacturer of webcams and personal peripherals to develop a single lens 3D webcam prototype. The purpose of the collaboration is to develop a webcam that can capture high definition 3D video through a single lens in real time, and demonstrate both a quality and price advantage over dual camera 3D capture options.

The major differentiator of ISee3D's proprietary single lens 3D capture solution is that it enables zoom, auto focus and convergence at short ranges in real time. Due to the complexities associated with lens matching and calibration, these features are impractical for most consumer 3D capture products.

ISee3D believes that the utilization of its proprietary single lens 3D capture technology in a webcam will allow for high quality image and video capture in real time with little to no additional lens calibration or correction required.

"We believe that the webcam market is ideally suited to our technology. The combination of a small form factor and the typically short-range usage of a webcam provides an ideal environment to implement our single lens 3D technology. I think that the amount of 3D content available will accelerate significantly once high quality 3D webcams are introduced to the market," said Bruce Seidel, Business Development at ISee3D.

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## About ISee3D

ISee3D is driving the universal adoption of 3D single lens capture – from consumers and Hollywood to health care and military. The company is introducing the first commercially feasible single lens, single camera 3D capture technology. Scalable in size from one mm in diameter to more than 250 mm, the patented technology can be applied across many devices. Through its patented optical switch technologies, ISee3D continues to aggressively pursue the best in 3D innovation to ensure an immersive 3D viewing experience, rather than the traditional two lenses or 2D conversion approaches that are the current standard. The company is headquartered in Vancouver with offices in Toronto and Montreal.

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