



Press Release

Infiscape Unveils Virtual Store Simulation at SIGGRAPH 2005

Immersive visualization with full dynamics and visual realism capabilities allows for interactive design and evaluation of retail environments.

Ames, IA (July 29, 2005) Infiscape Corporation will demonstrate how immersive visualization can provide a powerful environment for store planning and management. The Virtual Store Simulation reconstructs a conventional supermarket store in which store managers can evaluate the product placement on shelves and central displays as well as observe potential customers as they navigate through the aisles selecting specific products. The Virtual Store is built using accurate dynamics simulations and realistic real-time graphics to create the illusion of being in an actual store. Store planning managers can interactively arrange the product location on the shelves; create displays by stacking products in the center areas of aisles; and assess the customer response to these displays. The dynamics simulation aids in these arrangements as, for example, if some products become unstable when stacked in certain manner, the display will fall as it would in a real store when a customer tries to pick up a product from that display. Potential customers can walk through the aisles of the store with a shopping cart, grabbing products, placing them in the cart, or re-shelving them. The integration of highly fidelity real-time graphics with the dynamics simulation enables Infiscape to provide a useful solution for the retail industry.

The Virtual Store is available for Linux and Windows operating systems and can be operated in a large spectrum of immersive systems ranging from high-end immersive displays such as CAVE™-like devices to desktop workstations. For more information visit <http://www.infiscape.com> or contact us at contact@infiscape.com.

About Infiscape

Infiscape's consulting, software development, training, and support services help companies and research groups to better utilize the capabilities of immersive visualization and high-end 3D graphics. Immersive visualization is used in a growing number of applications in many industries, such as manufacturing, scientific visualization, entertainment, and visual simulation. The Infiscape team has extensive experience in immersive, interactive visualization, networked virtual environments, advanced rendering techniques, physical simulation, content creation, and art. Through its variety of services, Infiscape gives its customers the practical engineering experience and the creative problem solving that they need to meet their goals. More information can be found at www.infiscape.com or by contacting Carolina Cruz-Neira at carolina@infiscape.com.