

*Commerce, MI—August 11, 2004—***Immersion Graphics, Inc., Commerce, MI, Designs, Fabricates, and Installs Largest Freestanding, Single Screen Visualization System In The World For DaimlerChrysler AG-Auburn Hills, MI.**

As one of the leaders in the Advanced Engineering Visualization and Audio/Visual Integration industry, it comes as no surprise that Immersion Graphics Inc. has taken visualization technology to the next level via its custom fabricated PowerWindow™ product line, currently being utilized by the Product Design Group at the DaimlerChrysler AG Headquarters in Auburn Hills, MI.

According to Jeff Meyers, Sr. Manager of Technical Services-Product Design Office-DaimlerChrysler:

“This is a major investment in the way in which we approach our automotive design and evaluation process within the Product Design Group. But this is an investment in **proven** visualization technology, not in hype or in flavor of the week-type stuff.” He also stated that, “The previous buzz with this type of technology was always the large scale capabilities it offered due simply to the overall size of the screen, but that is no longer enough. Equally important is the ability to view hi-resolution, photo realistic images with extreme depth of color, and that is exactly what the PowerWindow20™ delivers.”

The PowerWindow20™ product consists of an 8' x 20', single-piece, solid surface rear projection screen that is framed and supported with extruded aluminum and fully enclosed using custom milled ABS panels with an a/v black finish. Twin JVC D-ILA QX1G projectors, each with a native resolution of 2048 x 1536, and capable of delivering 7000 ANSI lumens of brightness each, power the system. The two projectors are edge blended to produce 1 seamless 20' wide image. The end result is impressive to say the least.

“This project required a very customized approach, specific to DaimlerChrysler and something that we are quite comfortable doing,” explained Pat Hernandez-CEO-Immersion Graphics Inc. “Our unique business model has always been the marriage of advanced visualization products with a highly customized in-house fabrication process, and that’s exactly what we’ve done on this project. We’re proud of what we’ve accomplished and we’ve enjoyed collaborating with DaimlerChrysler.”

“The fact that Immersion Graphics was able to maximize the value of the system by minimizing our facility remodeling costs as well as incorporating some of our existing equipment into the new system only makes them that much more valuable as a supplier.” Meyers said. He went on to say that, “Immersion Graphics tackled the entire project from concept to completion and with minimal input from us. This was a key aspect of the project and we’re delighted with the final result.”

Since 1998, Immersion Graphics has been designing and delivering custom engineering visualization solutions for the automotive engineering industry as well as the US Army and several government agencies. For more information, call 248.624.6520, or visit them on the web at: www.werigi.com.