



A Division of Minds-Eye-View

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IPIX Operating Assets Purchased by Minds-Eye-View, Inc.

COHOES, NY, May 21, 2007 – Minds-Eye-View, Inc. (MEV), the pioneer in spherical photography, announced today that it is nearing the completion of its purchase of the IPIX operating assets including the e-commerce, software, manufacturing, hosting, and video and still camera inventories. MEV also purchased the remaining intellectual property assets including the IPIX trademarks. MEV is the only company providing 360 x 360 still camera solutions which are licensed under the necessary patent portfolios, namely the IPIX immersive patents, and the Oxaal patents, formerly licensed by IPIX Corporation. MEV plans to re-launch most of the IPIX products and services, including immersive camera kits, Interactive Studio, the IPIXSTORE, and web hosting. MEV will announce its immersive video solutions at a later date.

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