



A Division of Minds-Eye-View

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IPIX Stages Comeback in License Deal with REALVIZ / Autodesk

Pioneer of revolutionary 360x360-degree technology strikes non-exclusive, field-of-use license deal with Realviz, now owned by Autodesk

COHOES, N.Y., May 30, 2008 – IPIX, A Division of Minds-Eye-View, Inc. (IPIX / MEV), announced today that it has licensed key 360x360-degree, immersive media patents, to French company Realviz, which was in turn purchased by Autodesk, Inc. (Nasdaq: ADSK). The license accrues to Autodesk.

Autodesk now has certain non-exclusive rights under the seminal Oxaal patent portfolio. These patents cover, among other things, 360x360-degree, immersive media applications, and more broadly, the ability to “Lookaround™” in electronic media. Ford Oxaal, inventor and IPIX/MEV CEO stated, “IPIX is back. Just two months ago, IPIX/MEV re-acquired exclusive field-of-use rights under the Oxaal patents. This is our first license deal since re-gaining patent control.” The Oxaal patent portfolio is a fundamental, well-established, and extensively litigated and vetted portfolio in the field of immersive media.

Lookaround™ ability allows a web surfer to, for example, interactively look up, down, and all around in a picture or video, simply by using the mouse. This has become familiar to most web surfers over the last few years in the form of “virtual tours,” popularized by the original IPIX Corporation, ironically, under license to the Oxaal patents. Oxaal commented, “What most people do not know is that IPIX Corporation, which achieved a \$2B market capitalization at its peak, operated its immersive media business under license to the Oxaal patents after the patents were established as valid and infringed. Their own patents did not provide the necessary coverage for their immersive media business. The new IPIX puts all these pieces together under one roof.”

About IPIX, A Division of Minds-Eye-View, Inc.

In 2007, Minds-Eye-View, Inc. purchased the operating assets of IPIX Corporation. These assets are now managed by IPIX, A Division of Minds-Eye-View. The IPIX division offers imaging solutions for communication, commerce, and security applications worldwide. The company’s solutions are used to create, manage, and process immersive media, including 360x360-degree photography and video. The company’s products are used by customers in the commercial, governmental, publishing, online real estate, travel, hospitality, and visual documentation markets. For more information about Minds-Eye-View and “the new IPIX,” please visit www.ipix.com.

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