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FreeSpin3D SpinUps Simplify 3D Project Creation in Adobe Flash CS4 Professional

New components act as building blocks for creating complex 3D design and interactivity

Los Angeles, CA - October 5, 2009 – Revolver, Ltd. today introduced FreeSpin3D SpinUps at the Adobe MAX conference in Los Angeles, California. SpinUps are free add-ons to the FreeSpin3D Extension for Adobe Flash CS4 Professional that expand FreeSpin3D's core functionality and simplify the process of creating 3D projects for web delivery via Adobe Flash Player 10.

SpinUps are Flash SWC files that act as the building blocks for 3D applications by presenting the user with an easy and intuitive interface, while supplying all of the advanced ActionScript 3.0 code behind the scenes. SpinUps are imported into Flash CS4 projects using the SpinUp Importer, which is installed in seconds using the Adobe Extension Manager for CS4.

“FreeSpin3D really takes advantage of Adobe Flash CS4's capabilities and is making advanced interactive 3D achievable for the entire spectrum of Adobe Flash designers and developers,” said Richard Galvan, Flash Product Manager at Adobe. “The new SpinUps launched today are very compelling and by leveraging Adobe Flash SWC files as the core technology behind SpinUps, Revolver has opened the door to future SpinUp development by the entire Flash community”.

“At MTV Networks, FreeSpin3D is allowing us to rapidly introduce real-time 3D into the Adobe Flash elements of our online, interactive training,” said Joann De Milio, Director of Technology Education at MTV Networks. “We will be utilizing it extensively in the months ahead to enhance our e-learning and are excited about the expanded 3D design possibilities presented by the new FreeSpin3D SpinUps”.

FreeSpin3D SpinUps Features and Benefits

The SpinUp Program is launched today with four new SpinUps for FreeSpin3D and Adobe Flash CS4. SpinUps speed up and simplify the 3D development process for advanced developers and make 3D accessible to those that do not have the extensive ActionScript programming skills required by other 3D solutions. The four SpinUps launched today include:

- **Horizontal Camera SpinUp** – Allows positioning a camera which can move horizontally on a plane where Display Objects and FreeSpin3D models are located. Positioning of the Display Objects and FreeSpin3D Models is accomplished on the Flash CS4 stage.

- Interactive Texture SpinUp - Adds interactivity capabilities to a 3D model texture. Once the Interactive Texture SpinUp is created, mouse actions trigger events which can be handled by the user.
- Attach Display Object SpinUp - Enables Display Objects, such as MovieClips, to be attached to a FreeSpin3D model and act as a single entity. The SpinUp handles all of the relational rotation and sorting of the Display Objects attached to the group. Positioning the Display Objects is accomplished on the Flash CS4 stage.
- Rotation Tween SpinUp - Provides an easy method to rotate a FreeSpin3D model from a current rotation angle to a defined one.

Revolver plans to rapidly expand the SpinUp program in the months ahead to include additional SpinUps developed in-house, as well as open up the program to all Adobe Flash designers and developers.

“With our successful release of FreeSpin3D for Flash CS4 Professional earlier this year, today’s announcement represents a significant milestone in our vision of what FreeSpin3D will become,” said Amir Fischer, CEO of Revolver. “With SpinUps, we managed to broadly expand on FreeSpin3D’s core functionality and ease-of-use, without limiting its usefulness to only the most advanced ActionScript programmers. SpinUps bring complex 3D programming to the entire Adobe Flash and Flex user base”.

More information and SpinUp downloads can be found at www.freespin3d.com/spinups

Revolver offers a 15-day free trial of FreeSpin3D at www.freespin3d.com. FreeSpin3D and Adobe Flash CS4 is required to use the newly launched SpinUps.

Pricing and Availability

SpinUps are free. FreeSpin3D for Adobe Flash CS3 and CS4 is now available for Mac and PC at a cost of \$195 USD per license. More information can be found at www.freespin3d.com.

About Revolver

Revolver is a leading provider of 3D content development solutions for industries including graphic design, game and web development, animation and advertising. Founded in 2006, the company is lead by a team of experienced senior software executives and entrepreneurs as well as world-renowned academics in the field of 3D computer graphics. Among its shareholders are Maayan Ventures, The Technion Institute of Technology, and Arie Scope, founder and former CEO and Chairmen of Microsoft Israel. Its flagship product, FreeSpin3D, is based on the company’s OneLayer3D technology, which enables commercial solutions for real-time rendering of 3D content in 2D environments such as Adobe Flash.

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