

ARC Science Simulations and Vizrt Team Up on Enhanced Global Projection System

Bergen, Norway, April 5, 2010 Vizrt Ltd. (Oslo Main List: VIZ)

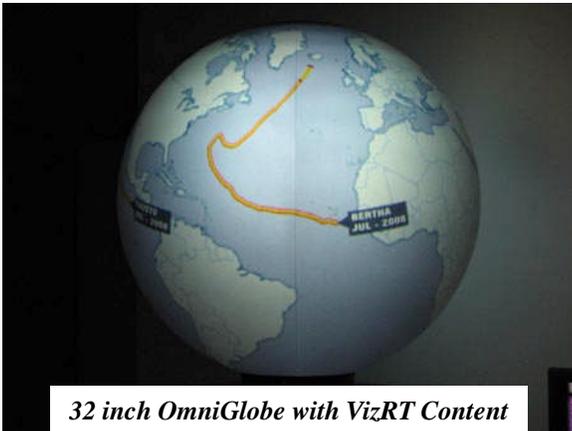
Vizrt and ARC Science Simulations announce their first joint offering, which combines the Viz Engine real-time rendering system and ARC Science Simulations' OmniGlobe digital spherical display to give global features a natural and realistic appearance.

April 6, 2010

The two companies met recently at a mutual clients' location and immediately saw the possibilities of combining their technologies. Vizrt uses its Viz Engine to transform map and weather data into images that can be used with the OmniGlobe. Graphics are manipulated using Viz Engine and projected inside the OmniGlobe. A 32-inch version of the OmniGlobe with Vizrt's graphic data will be on display at the Vizrt booth (SL5408) at NAB2010 in Las Vegas. Ran Yakir, Head of Research & Development for Vizrt Israel said, "This marks the first time Vizrt products are being used on a globe surface. We're very excited about the integration of the two technologies. Viz Engine will be a great complement for an OmniGlobe system wherever it is used." Maps and weather information can easily be projected on any of ARC



32 inch OmniGlobe with VizRT Content



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Science Simulations' OmniGlobes. The graphic projection works equally well in both 32" single-projector and 60" dual high-definition projector systems, and shows well under bright, ambient light conditions. ARC Science Simulations offers two sizes of acrylic globes, 32-inch diameter and 60-inch diameter, as well as the software to drive the hardware. Brad Moorman, director of sales and marketing at ARC Science Simulations, explained, "A convex mirror is suspended from the top inside the sphere. We project a super-fisheye image up into the sphere that shows the entire Earth from the South Pole. The image is reflected off the mirror so that it displays the globe correctly on the inner surface of the sphere."

About ARC Science Simulations:

Applied Research & Consulting (ARC) was incorporated in 1981 in Loveland, Colorado by Thomas Ligon the founder, owner and President of the company. ARC does business under the name of ARC Science Simulations and has sold several different products over the years including a gravity based computer simulation of the solar system called "Dance of the Planets?", imagery products based on ARC's "Face of the Earth?" mosaic of the natural earth with and without clouds and most recently the OmniGlobe? spherical display system. The OmniGlobe is now ARC's primary product but we do still provide earth imagery products and still sell copies of Dance of the Planets. ARC was the first to develop an internally contained digital spherical display system and has continued to be innovative in the field by developing an Enhanced Contrast screen, a dual projector system providing twice the resolution, the first High Definition (1080p) spherical display and a 60" suspended system. ARC has sold over 50 systems world wide to date with over 50% of those sales outside the United States. Countries outside the U.S. where there are OmniGlobe installations include Japan, Korea, Taiwan, Germany, France, Portugal, Spain, Switzerland, Austria, Norway, Finland, Honduras and the U.A.E.

www.arcscience.com

About Vizrt:

Vizrt creates leading-edge content production tools for the digital media industry - from award-winning 3D graphics & maps through integrated video workflow solutions and online publishing tools. We propose a new vision for content creation, management and delivery with an end-to-end solution from conception to multi-format distribution. Through constant innovation and a good measure of fun, we create software and services that push creative boundaries and develop new ways of telling stories. Vizrt's product suite is used by the world's leading broadcasters and publishing houses, including: CNN, CBS, Fox, BBC, Sky, ITN, ZDF, Star TV, Network 18, TV Today, CCTV, NHK, The Globe and Mail, The Telegraph, and Welt Online. Furthermore, many world-class production houses and corporate institutions, including both the New York and London Stock Exchanges, utilize Vizrt solutions. Vizrt is a public company traded on the Oslo Main List: VIZ, ISIN: IL0010838154.

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