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For Immediate Release

www.vertigo3d.com

Vertigo and Adobe Launch ActionPack 3D Design Contest at Seybold Seminar

Vertigo 3D Words and Adobe Illustrator Challenge Designers to Create Impact by Incorporating 3D Text

SAN FRANCISCO—01 October 1997 - - Today at Seybold San Francisco '97, Vertigo Technology Inc., in conjunction with Adobe Systems Incorporated, kicked off the Vertigo and Adobe® ActionPack 3D Design Contest to recognize and celebrate the variety of ways 3D can enhance designs built with the Adobe and Vertigo products. Contestants can submit designs in three categories—print, web and multimedia—highlighting the many ways designers can create compelling content using Vertigo 3D Words® and Adobe Illustrator®. Vertigo 3D Words, included in the Adobe ActionPack, is a plug-in for Adobe Illustrator 7.0 that enables designers to create 3D text, flow it along a true 3D path, then place the graphic into Illustrator as a standard Illustrator object.

"The ActionPack contest, jointly sponsored by Vertigo and Adobe, is sure to inspire our customers to creatively add 3D text to their designs," said Robert Roblin, Adobe Senior Vice President, Corporate Marketing. "Vertigo 3D Words and Adobe Illustrator provide ActionPack users with access to top-notch tools that will enable them to create stunning multi-dimensional desktop graphics."

A panel of distinguished judges from the advertising, art and computer graphics industries will review entries. The winning designs will be showcased in the Vertigo and Adobe ActionPack 1998 Calendar that will be unveiled at Seybold New York (17-19 March 1998).

"We anticipate tremendous response to the Vertigo and Adobe ActionPack 3D Design Contest here at Seybold '97," said James D. Stewart, President and CEO of Vertigo. "This is a premier event to let our users show the world what a compelling impact 3D graphics can have on traditional designs."

The Vertigo and Adobe ActionPack 3D Design Contest, which begins today and runs through 31 December 1997, will profile the variety of designs being created with Vertigo 3D Words and Adobe Illustrator, as well as the unique skills of the designers who use it. These skills—such as creativity and the ability to create multi-dimensional designs—enable designers using Vertigo 3D Words to quickly create print or web-based designs.

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Entries submitted to the Vertigo and Adobe ActionPack 3D Design Contest will be judged in one of three contest categories. Criteria for judging will be the innovative use of 3D in a design, and the categories are as follows:

“Best Use of 3D in a Print Design”

Designs that integrate 3D into materials for print promotions

“Best Use of 3D in Web Page Design”

Designs that integrate 3D into a website or intranet site

“Best Use of 3D in a Multimedia Design”

Designs that integrate 3D with multimedia content

Winners and Finalists Glow in 3D Spotlight

In addition to being highlighted as industry-leading designers, finalists will receive these great prizes:

Finalists - Eleven finalists will have their designs highlighted on the Vertigo and Adobe websites and in the Vertigo and Adobe ActionPack 1998 Calendar. They'll also receive a Vertigo and Adobe gift package.

Grand Prize Winner - The grand prize winner will receive a trip to Seybold New York in March 1998, including a free conference pass. The winning design will be featured on the cover of the Vertigo and Adobe ActionPack 1998 Calendar, while the grand prize winner will be honored at a special press conference and profiled in media announcements.

Entry Information

To enter the Vertigo and Adobe ActionPack 3D Design Contest, contestants must submit a design that incorporates the word "Action" and demonstrates the innovative use of 3D within a traditional 2D design. Designs must be created using Vertigo 3D Words 1.0 and Adobe Illustrator 7.0. Entrants may enter one design per category, may enter as many categories as they want, and as many times as they wish. Complete contest details, entry forms and rules are available on-line from Vertigo's website at [http:// www.vertigo3d.com/actionpack/](http://www.vertigo3d.com/actionpack/).

About Vertigo

Vancouver-based Vertigo is a world-leading developer of high performance 3D software for Windows, Power Macintosh and Silicon Graphics platforms. Vertigo's products—Vertigo 3D Dizzy, Vertigo 3D Words and Vertigo 3D HotTEXT—are used by creative professionals in the new media, film, entertainment, broadcast, content and animation industries. Vertigo's customers include Time Warner Interactive, Walt Disney Studios, MTV, BBC, Electronic Arts and CNN.

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About the Adobe ActionPack

The Adobe ActionPack is a three-CD set of software plug-ins, professional-quality content, interactive learning materials and tips and tricks designed to help new customers quickly become productive with the company's integrated graphics applications. The Adobe ActionPack is included at no charge with full retail copies of Adobe Photoshop®, Adobe PageMaker® and Adobe Illustrator purchased worldwide between September 1, 1997 and December 31, 1997. For additional information, customers may visit the Vertigo website at www.vertigo3d.com, or the Adobe ActionPack website at www.adobe.com/actionpack/print.html

Note to editors: If you are interested in viewing additional information on Vertigo, please visit the Vertigo website at <http://www.vertigo3d.com/News/Corporate/default.asp>

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