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Product Developers and Researchers Are Using InterSense's New IS-1200 VisTracker for Their Augmented Reality Applications

New Ubiquitous, Wide Area Motion Tracking System Makes Augmented Reality Techniques Feasible for Advanced Product Development in Entertainment, Industry and Research

BEDFORD, MA -- (MARKET WIRE) -- March 30, 2007 -- InterSense, Inc., a market leader in precision motion technology, today announced the general release of its next-generation inertial-optical IS-1200 VisTracker motion tracking system.

VisTracker is being integrated into multiple applications in entertainment, industry and research. Cinalta, a technology innovator in virtual production systems, and Georgia Institute of Technology are two organizations using this new hybrid inertial-optical motion tracking system following the VisTracker's beta launch in December.

Cinalta, an emerging developer of next-generation visual effects tools, provides the film and video production industry a revolutionary way to speed up their virtual production pipeline. Powered by the IS-1200 VisTracker, Cinalta's Prevision enables the creation of virtual productions, in real-time and in high-definition through the combination of advanced inertial-optical motion tracking from InterSense and user-friendly software production tools provided by Cinalta. "InterSense's IS-1200 VisTracker provides the optimal hand-held camera tracking solution for our Prevision virtual production system," said Eliot Mack, CEO and founder of Cinalta. "The flexibility and performance of the VisTracker coupled with its small, rugged package allows an unprecedented degree of creative freedom for the digital production community."

The new VisTracker has also captured the attention of leading researchers as they study human-computer interaction. Researchers in the College of Computing at the Georgia Institute of Technology are using the VisTracker in a number of projects including the ARFacade (<http://www.gvu.gatech.edu/arfacade/>), an interactive augmented reality drama. Players move through a physical apartment and use gestures and speech to interact with two autonomous characters. Few other entertainment experiences can combine interactive virtual characters, non-linear narrative, and unconstrained embodied interaction as well as ARFacade. "The benefit of InterSense's IS-1200 VisTracker is its ability to track multiple, wide areas, including obstructed views, without losing performance, and within the constraints of research budgets," commented Blair MacIntyre, associate professor in the School of Interactive Computing at Georgia Tech's GVU Center and an expert in augmented reality, computer graphics and human-computer interaction.

"We are thrilled to provide technology that can trigger new product development as well as application research," said Patricia Katzman, Director of Product Management and Marketing at InterSense, Inc. "We look forward to helping bridge the gap between research and real-life by providing products that are rugged, high-performance and priced to make it feasible for developers to bring new augmented reality applications to market."

About InterSense

Founded in 1996, InterSense, Inc. is a precision motion technology company delivering real-time positioning, tracking and alignment capabilities, which bring higher speed and quality to visual simulation and enhanced vision and navigation applications. InterSense's patented motion tracking products enable realistic interaction with computer graphics for demanding applications including simulation and training; oil and gas exploration; manufacturing; virtual prototyping and design; medical imaging; entertainment; and video/film production. Privately held InterSense is headquartered in Bedford, Massachusetts. For more information, visit www.intersense.com.

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