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OCULUS3D AND UNIQOPTICS ANNOUNCE DEFINITIVE JOINT DEVELOPMENT AND PRODUCTION AGREEMENT TO DELIVER OCULR 3D LENS SYSTEM TO MOVIE THEATERS THIS SUMMER

-OculR™ Lens and Prints Turn 35mm Projectors into 3D at a Fraction of Digital Projection Costs-

March 15, 2010 Los Angeles and Las Vegas— Oculus3D, a company focused on film-based 3D projection technology, and uniQoptics, an American manufacturer and assembler of high quality, precision prime lenses and related accessories announced today from ShoWest a definitive agreement to jointly develop and produce the sophisticated OculR™ lens system, a low-cost 3D lens and related print format for the global installed base of 35mm movie projectors.

Working together, Oculus3D and uniQoptics will have more than 100 OculR lens systems in the manufacturing pipeline in time for an early May, 2010 delivery to movie theaters in time to ramp up for the summer theatrical exhibition slate that is expected to feature multiple 3D tent pole movies. Components for the OculR lens system will be sourced from the U.S. for assembly at uniQoptics' Simi Valley, California plant location.

The innovative design from uniQoptics is a primary reason why the light output of the OculR system is at 10 foot lamberts through the polarizers to each eye which offers extremely high brightness, critical for successful 3D projection, when the projector is at SMPTE standards. Completing the system is a silver screen that movie theaters can order separately from their preferred screen vendor. A hand-picked team of professional projector installation specialists will also be trained in Los Angeles to assist and service theaters.

“The Oculus3D team is closely matching the specifications as to the focal length of the theaters’ existing lenses to the corresponding lens manufactured by uniQoptics to insure the highest quality 3D presentation,” commented Al Mayer Jr., Co-founder and Chief Technology Officer at Oculus3D.

“After conducting a thorough international search for a production partner to manufacture the OculR lens system, we are delighted to announce this key business relationship with uniQoptics that will in turn help get more movie theaters outfitted with cost-effective gear to show 3D presentations in time for the critical summer movie season,” commented Marty Shindler, Co-founder and CEO of Oculus3D. “In addition to uniQoptics’ outstanding credentials in the camera and projection lens market, it is also great to be working with an American-owned company that is close to Hollywood.”

In tandem with securing manufacturing arrangements for OculR, Oculus3D is aggressively pursuing studio distribution relationships that will facilitate preparation of film prints with the royalty-free software that works in tandem with the lens system. Technical demonstrations have been conducted and discussions continue with potential studio alliances to help resolve the 3D screen quantity bottleneck at the exhibitor level.

“The projection lenses that we have developed in conjunction with Oculus3D have been designed from the “bottom up” knowing the unique format of the film system. We are excited to be a part of an invention that will potentially change the way 3D movies are exhibited,” commented David Zarrondia, President of uniQoptics.

About the OculR System

The OculR lens provides exhibitors with a 3D solution that works with all standard 35mm projectors, delivering superb quality film-based 3D presentations that are equal to or better than more costly digital options without paying a per-seat or per-show royalty fee. The OculR system, which costs 85 percent to 90 percent less than a digital cinema-based approach, consists of the OculR lens for the theater’s 35mm projector, a “silver” movie screen and low-cost plastic frame or biodegradable linear polarizer eyewear, delivering the finest 3D image at an affordable price. The OculR lens can be installed rapidly, eliminating theater downtime and providing brightness levels of 10 foot lamberts per eye, which equals or exceeds the brightness of most digital and single-projector film systems to ensure flawless 3D performance for exhibitors.

The OculR print format is created by applying an algorithm to the final digital intermediate file to produce a master negative. Release prints are then made using standard lab techniques and costs are identical to making a standard print, making conversion from 2D to 3D a seamless process for the labs, exhibitors, and studios.

About Oculus3D Corporation

The mission of Oculus3D is to offer quality 3D projection at lower cost with higher profits for exhibitors and studios. The principals, Lenny Lipton, Al Mayer, Jr. and Marty Shindler have a combined 100 years of experience in the movie business. For more information please visit www.oculus3d.com.

About uniQoptics

uniQoptics provides custom lens design, optical design, rapid prototyping and production of OEM optical assemblies. The company’s successful solutions range from ultra-precision microscope objectives through high volume electronic imaging lenses. Strategic manufacturing relationships have enabled uniQoptics to move from a world class engineering service firm, into a fully capable source for rapid prototypes and OEM lens assemblies. uniQoptics is routinely involved in development programs with some of the world’s most established companies and we also help many developing start ups solve key optical problems that enable their success.

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