

3-D Visualizations on Your Mobile Phone

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Miami, Florida, January 30, 2008 – As mobile technology advances, users are increasingly forced to struggle to view ever more detailed images squeezed onto impossibly small screens. Fortunately, now it is possible to explore images on a cell phone screen, zooming in and out, panning, and rotating them with ease.

Expand Images, Co., a start-up company based in Florida, today announced the immediate availability of a mobile technology that provides 3-D image visualization of real subjects on typical cell phones, overcoming the small-screen limitations of most mobile devices. A free demo of the Exp& (Expand) technology is available online at www.expandimages.com. Users of many 3G-enabled mobile devices can download a demonstration application to experience the technological innovation, manipulating images stored on the Exp& server at absolutely no cost.

“The major hindrance for any mobile entertainment service stems from the small size of handset screens as they offer a constrained view of content,” says Maria Alvarez, president of Expand Images, Co. “With Exp&, this is no longer a problem, because no matter how small the screen is, users can zoom in on the images they wish to see in greater detail.”

Previous attempts to address mobile devices’ small-screen limitations have required modifying existing handsets, or have targeted only those devices with sufficient processing power, like smart phones. However, according to the market analyst group iSuppli, smart phones represented only 11.8% of worldwide mobile phone shipments in 2007. In contrast, Exp& is compatible with most low-cost, 3G-enabled mobile devices.

“Now there is a practical solution to a limitation that is found on almost all current cell phones,” says Ms. Alvarez. “As this technology continues to evolve, it has the potential to benefit all participants in the mobile industry, and most importantly the consumers.”

Although revenue from mobile data services has grown steadily, consumers have not yet embraced these services in significant numbers. Mobile technologies like Exp& may help stimulate growth in data services by making digital content more appealing to consumers. iSuppli forecasts U.S. mobile data revenues of \$14.4 billion for 2008. Expand Images, Co. believes that its new Exp& technology has the potential to be an important driver of this growth.

ABOUT Expand Images, Co. – Expand Images, Co. is a Florida-based start-up company that is revolutionizing the mobile device industry. Its new Exp& (Expand) technology overcomes the limitation of small screens on most mobile devices, letting users expand, move, and manipulate images on tiny cell phone screens through a 3-D visualization experience.

Additional information and free demos using images housed on the Exp& server are available online at www.expandimages.com.

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<http://www.expandimages.com>