

Press Release

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mental images, Inc. names Phillip Miller as Executive Vice President of Business Development

5 Experienced Software Executive to lead North American Expansion

BERLIN, Germany, and SAN FRANCISCO, Calif., October 25, 2004—mental
images®, a global leader in the fast-growing market for high-end 3D visualization
10 software, today announced the appointment of Phillip Miller as executive vice presi-
dent of business development of its U.S. subsidiary, mental images, Inc. Miller joins
mental images with a noteworthy career of defining and promoting leading software
solutions at Autodesk, Discreet, and Instant Effects in addition to architectural design.
As executive vice president of business development, Miller will be responsible for
15 new partners and programs employing the company's new RealityServer® software as
well as its Academy Award® winning mental ray® rendering product, both serving
numerous design, visualization and entertainment markets.

"We are delighted to have Phil join mental images," said Rolf Herken, President,
20 CEO and CTO of mental images. "Phil's impressive experience creating industry
leading graphics software and his background in architecture and design provide him
with unique insight into the groundbreaking potential of the RealityServer platform
for the development of powerful and unrestricted 3D applications and application ser-
vices. He is also intimately familiar with the advantages of mental ray and mental mat-
25 ter® for both developers and end users and will help to extend the reach of these
products even further."

Miller joins mental images from Instant Effects, Inc., where he was chief operating
officer. Prior to that, as a vice president at Autodesk, Miller oversaw all functions

30 which defined and delivered the Discreet division's broad range of industry-leading
products and led its Animation Business Unit. Previously, he directed Discreet's
Software Product Group, numerous product management teams, developer relations,
and provided consistent guidance to the 3ds max® product line since its introduction
in 1996. Miller is a well respected spokesperson within the 3D graphics industry and
35 is also an internationally published author on computer animation as well as an ac-
complished architect. He holds a Bachelor of Science and a Masters of Architecture
from the University of Illinois and has contributed to several patents relating to com-
puter animation and/or graphics user interfaces.

40 "I had the great pleasure to collaborate with Phil to define and deliver 3ds max and I
look forward to working with him to produce more solutions that will shape the in-
dustry," said Gary Yost, the executive vice president of mental images, Inc. "Applica-
tions for exploring and manipulating 3D data remotely with RealityServer will be of
tremendous importance in a wide range of industries and markets, and Phil is the ideal
45 person to help application developers realize that vast potential."

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About RealityServer: RealityServer is mental images's new product that enables interactive manipulation and visualization of existing and newly created 3D content. RealityServer based applications permit thousands of users to simultaneously and optionally collaboratively access and interact with original 3D data. Since the original content remains on the server, access to data and user policies are easily secured and managed centrally. This benefit is especially important for industries that will increasingly rely on interactive collaboration but have a strong interest in maintaining control over their core data. Industries that stand to benefit from RealityServer include: remote maintenance and repair; online training and product support; collaborative product design and content creation; medical imaging; simulation and geophysical data analysis; defense and intelligence applications; interactive online gaming/entertainment; and e-Commerce.

About mental images: mental images®, founded in 1986, is the recognized international leader in providing rendering software to the entertainment, computer-aided design, scientific visualization, architecture, and other industries that require sophisticated images. The company's main product is the high performance photorealistic rendering software mental ray® which is capable of running on a wide variety of platforms ranging from networks of workstations to parallel supercomputers, producing images of unsurpassed realism. mental ray was initially released in 1989 and has been used in the production of more than 130 major motion pictures, including such recent successes as "Shark Tale", "Matrix Reloaded" and "Matrix Revolutions", the "Harry Potter" series, "Star Wars: Attack of the Clones", "Hulk," and "Terminator III." Leading visual effects companies and studios, such as Industrial Light and Magic, ESC Entertainment and DreamWorks are among mental images's largest customers. Additionally, in the CAD

field mental ray is used by the world's leading automobile and aircraft manufactures to accelerate the design of new products. RealityServer® is mental images's next generation product that enables interactive manipulation, visualization and annotation of existing and newly created 3D content within enterprise software solutions.

mental images GmbH is a privately held company based in Berlin, Germany, with a wholly owned subsidiary mental images, Inc. in San Francisco, California and an office in Stockholm, Sweden. For more information, visit www.mentalimages.com.

mental images Contacts:

United States: Elena Arney
Access Communications

e-mail: earney@accesspr.com
Telephone: +1 (530) 587-9771

Other: Silvia Hanko
mental images GmbH
Fasanenstrasse 81
D 10623 Berlin, Germany

e-mail: office@mental.com
Telephone: +49 (30) 31 59 97-0
Telefax: +49 (30) 31 59 97-33
www.mentalimages.com