



TRUESCAPE EXPANDS - RESPONDING TO INTERNATIONAL DEMAND

Media release, 23 February 2009, Truescape Visual Reality, Christchurch, New Zealand: Business is thriving for Christchurch based company Truescape Visual Reality – both in terms of expanding the company's international presence and the nature and scope of products now being offered to clients around the world.

CEO Robert Mann says these are exciting times for the company. "We are moving very rapidly in response to demand from clients in New Zealand, Australia and the United States," Robert said.

He comments that the company is still very focused on providing high levels of service for its New Zealand based clients, while continuing to expand to also meet the needs of international clients.

The company produces 3D simulations mainly for developers of infrastructure projects and has uncovered a growing niche in the renewable energy sector, creating visuals and animations that are used for design optimisation, for community consultation and in permit applications by developers of wind farms, other forms of renewable energy and transmission infrastructure.

The core technology was honed in New Zealand working with companies like Meridian Energy who have built a number of wind farms around the country, with several more in the pipeline.

In the US market, wind power is a rapidly growing industry, including both onshore and offshore wind power projects. Truescape has been very successful at gaining contracts with energy companies, including multi-national players Shell and BP.

Significant reasons for the company's success as well as the competence of its products and staff and excellent level of service, has been attendance at key industry conferences and tradeshows, presentation of papers at industry events and building a reputation for the high standards of accuracy and expert positioning of Truescape staff.

Support from NZTE has assisted Truescape with offshore marketing, and provided valuable connections through the UCLA Anderson School of Management GAP programme, which gave Truescape's management team valuable insight to assist with developing a business strategy for entering the US market.

The company recently won contracts for three US wind farms, has been engaged by two oil giants and will be opening an office in New York in the next few months, with

plans for three more offices. It is also aiming to capture new business in Europe, expand the existing business in Australia and continue to be a market leader in New Zealand.

According to Mann, turnover has doubled in the last year and the company expects the same level of growth over the next few years, assisted by the commitment of the Obama administration to renewable energy sources.

He says that Truescape's combination of industry leading technology and expert service has kept them ahead of their potential competition.

"We have displaced some incumbent providers for large businesses in the US because of what we offer in terms of the technology and the accuracy of our visuals, but also the service we offer is at a higher level than they receive from local firms.

"We are able to respond quickly to their requirements, and from experience, we understand how major infrastructure projects are put together and the way things evolve, which allows us to accommodate change in a way that works for both us and the client."

Mann says the ultimate winner for Truescape however is the quality and consistency of the images the company produces, and the level of research and development that has been invested in making them as close to the human view as possible.

"We have spent years developing our TrueView™ 2 product, which goes far further than someone simply stitching images and photoshopping could produce.

"Our still images are designed to be taken into the field (or the courtroom) and will simulate as closely as possible what the new development will actually look like in the existing environment."

Operating in the US and NZ markets has also enabled the company to further develop the level of detail in some of the simulations it provides, including the TrueDay time lapse product, which consists of photographs taken every 15 seconds, that show how a project will look in the changing weather and light conditions across a day.

"Many of our US clients require a high level of detail and are prepared to invest in having the work done, which has enabled us to continue to offer a higher standard of accuracy and realism in the simulations we create," Mann says.

The company intends to continue expanding internationally in response to demand, but will keep its feet firmly on the ground in its New Zealand base.

"We believe we can continue to work globally while being headquartered in New Zealand and service a range of clients from here."

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For more information, contact:

Robert Mann

Email: Robert@truescape.com

www.truescape.com