

Sony Pictures Digital Entertainment Licenses WildTangent Technology for Enterprise Wide Use

Leading-edge technology will be available across the entire division.

Redmond, WA, August 10, 2001 - WildTangent, leaders in streaming media technology, announced today at Siggraph that Sony Pictures Digital Entertainment (SPDE) has signed a comprehensive enterprise-wide technology license. This will allow the entire SPDE division, which includes Sony Pictures Imageworks, Sony Online Entertainment, ScreenblastTM and the studio's online marketing and promotion websites to utilize WildTangent's interactive media Web Driver platform.

SPDE, a division of Sony Pictures Entertainment (SPE), oversees the studio's digital entertainment and online production and distribution assets. Among the division, SPDE businesses produce state of the art digital character animation, computer generated imaging and visual effects for movies, television, online and console audiences, Web-based properties such as SoapCity and Dawson's Desktop, the popular massively multi-player online game EverQuest, the recently announced broadband creativity platform ScreenblastTM, and the studio's award-winning online marketing Web sites.

"WildTangent's technology adds a powerful element to our infrastructure and allows us to take online entertainment to the next level," said Tim Chambers, Senior Vice President of the Advanced Platforms Group at Sony Pictures Digital Entertainment. "We anticipate extending the use of WildTangent's technology into numerous projects."

"Sony Pictures Digital Entertainment has helped launch a new era in online entertainment," said Alex St. John, co-founder and CEO of WildTangent. "They are turning passive audiences into active participants. I am pleased that WildTangent's technology is helping to make this kind of experience possible."

WildTangent's Web Driver technology enables Web and game developers to create and deliver cutting-edge multimedia content via the Internet using standard scripting languages. The Web Driver software development kit enables developers to take advantage of a user's hardware acceleration to display graphically rich and highly interactive content. In doing so, Web developers can quickly develop and license premium entertainment and gaming content that scales to many users' systems, including a 56k modem.