

# WildTangent® Releases Web Driver™ 1.0

*New technology is DirectX for the Internet.*

**Redmond, WA, September 22, 1999** - WildTangent® announced today the release of its web driver™ 1.0. WildTangent's web driver™ is a comprehensive architecture that allows web developers to create, distribute, and support interactive content over the Internet. The WildTangent web driver™ integrates seamlessly into the web environment through JavaScript, Java, J++, Visual Basic, VBScript, C, and C++, allowing web developers to use their existing skills for creating interactive multimedia content for both the Internet and standalone applications. Graphical content can be created using popular authoring tools such as 3D Studio Max®, PhotoShop®, and Fireworks.

Alex St. John, architect of DirectX technology and co-founder of WildTangent states, "It's a terrible waste that we are all buying increasingly powerful computers only to starve them for data while we browse content that is just slightly more interactive and engaging than reading a phone book. Internet content is listless and uninspired compared to the experience we can enjoy on our personal computers with any retail multimedia title. Bandwidth and technology limitations have been the excuse for this until now. Our technology restores richness and interactivity to computing by making multimedia content authoring and Internet delivery simple."

By interfacing directly to DirectX, the web driver™ provides unprecedented performance on a web page, allowing the creation of faster, richer, more interactive content. The web driver™ takes full advantage of hardware acceleration, scaling content to an optimal level for each user's machine. A "full-screen mode" feature allows users to view the content outside the confines of a browser window. WildTangent's web driver™ applies compression to geometry, textures, bitmaps, audio, and text files, optimizing them for Internet distribution over a narrow bandwidth. As a result, interactive multimedia content can be streamed to and cached on a user's machine with minimal wait. "WildTangent's technology makes DirectX accessible to web developers," states Brad Bargaen, author of Inside DirectX, "It is, by far, the most powerful way to develop multimedia content for the Internet."

"The applications are endless." continues St. John, "Games, maps, travel, searching, news, stock charts, greeting cards, even advertising can be improved with this technology." Internet users can view content developed by WildTangent's technology with WildTangent's web driver™, a 300 KB software driver that connects a user's multimedia hardware (video and sound cards, CPU, memory, etc.) to the Internet. The WildTangent web driver™ is available for download free of charge via the WildTangent web site at <http://www.wildtangent.com>. The WildTangent web driver™ software development kit (SDK), including a media compression tool, sample code, demos, templates in a variety of scripting languages, and detailed online documentation, is also available free to web developers wishing to use the technology via the WildTangent web site.