



## **FOR IMMEDIATE RELEASE**

### **SOFTKINETIC NAMES GEORGES VAN HOEGAERDEN CHIEF EXECUTIVE OFFICER AS IT REVOLUTIONIZES GAMING MARKET**

*Seasoned software executive to lead 3-D gesture recognition software innovator*

ATHERTON, Calif.—October 5, 2006—SoftKinetic, creators of the world’s first and only full-body 3-D gesture recognition software, today announced the appointment of Georges van Hoegaerden to the position of chief executive officer. An executive with a rare combination of corporate, entrepreneurial and investment experience in the software industry, Mr. van Hoegaerden takes the reins of the company to steer the introduction of its revolutionary technology to the market.

“SoftKinetic is excited to add Georges’ leadership to the team,” said Eric Krzeslo, founder of SoftKinetic. “His track-record of launching new companies and business strategies makes him the right choice. He has the skills and experience to lead SoftKinetic through the anticipated highly-accelerated growth period to come.”

SoftKinetic has created a technology that will fundamentally change the way players interact with video games, leapfrogging existing solutions in the market. With full-body 3-D gesture recognition, players become part of the game, interacting in ways previously impossible. SoftKinetic software will evolve game platforms into entertainment platforms, pulling in new users, like fitness buffs or preschoolers who fall out of the typical target market. In addition, SoftKinetic’s technology enables game studios to reinvigorate existing games and extend their shelf-life with more sophisticated interaction.

“SoftKinetic has created groundbreaking, IP-rich technology that will take the gaming world by storm,” said Mr. van Hoegaerden. “As media, game and entertainment platforms converge, SoftKinetic is uniquely poised to change the way platform vendors and game studios create entertainment and the way consumers interact with it.”

Most recently, Mr. van Hoegaerden was managing director of The Venture Company, a venture catalyst he founded to provide strategic and operational services to technology companies. The Venture Company ([venturecompany.com](http://venturecompany.com)) works with both start-ups such as OuterBay Technologies (sold to Hewlett-Packard in 2006), video communications company immergo and emerging ventures within larger companies such as Symantec, HP and Ericsson.

Previously, Mr. van Hoegaerden worked as a new media venture catalyst at Oracle Corporation in both the U.S. and Europe. Early in his career he held director-level IT positions at the NOB, one of the largest broadcasters in the Netherlands, and IV Engineering. He studied computer and information science at Hogeschool Zuyd in the Netherlands.

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#### About SoftKinetic

Headquartered in Atherton, California, SoftKinetic is the first and only company to create true 3-D gesture recognition software. Initially targeting the \$25 billion gaming market, the applications for SoftKinetic’s technology span broader entertainment, education and fitness markets. For more information about SoftKinetic, please visit our website, [www.softkinetic.com](http://www.softkinetic.com).