

ISEE3D SIGNS AGREEMENT WITH “SOMETHING MEDIA.COM.” TO LICENSE 3D TECHNOLOGY FOR ADULT ENTERTAINMENT APPLICATIONS ON THE WEB.

Mainstream application license guarantee's revenues in the short term.

MONTREAL, CANADA, April 6, 2000 – Isee3D Inc. (CDN-T: EYEC) today announced that on the heels of the highly successful Seattle Kingdome implosion, the company has concluded an agreement with SomethingMedia.com (SMI) to license its 3D proprietary technology.

SMI.'s has been mandated to broker the licensing of Isee3D's proprietary 3D components to adult content providers worldwide in return for the creation of an up-sell program for new and existing customers. This strategy was formulated based on increasing the term of a basic subscription by an additional month and applying the proceeds as an offset towards the issuance of free electronic glasses to consumers. Isee3D would receive licensing fees in return for usage of its proprietary 3D encoders. SMI would receive a 7% commission as a percentage of the gross licensing fees to be realized therefrom.

The adult entertainment industry currently represents well over a billion dollars in revenues and is second only to gaming as a profit sector on the web*. Revenues are typically derived via memberships and services where consumers sign up on a monthly or annual basis. The Industry standard is approximately \$295.00 USD per year for annual subscriptions.

Based on this license agreement, Isee3D will be able to bypass any challenges associated to the distribution of glasses. Through SMI, this now becomes transparent as a sunken cost to consumers as part of a typical membership.

As president of SMI, Marcello Gentile brings over 5 years of related industry experience specializing in the development of video technology and content solutions for the adult Internet marketplace. Marcello's most recent achievement includes the establishment and of ieMedia, a mainstream adult content provider for the web.

Mr. Gentile's broad knowledge and understanding of the adult web industry together with his wide list of industry contacts provide the necessary leverage for Isee3D to fast track its proprietary products into mainstream acceptance in the arena of adult entertainment for the web.

“SMI has already begun testing with a Montreal based provider and we are very excited with the results.” said Gary Oberman, President of Isee3D. Once testing is complete, SMI will push towards the immediate integration of a 3D feed into existing webmaster properties. The 3D video signal will also come with the built in capacity to view in 2D for clients who don't have glasses. “This new technology offers additional value to the viewing experience and large growth opportunities for a vast array of content providers and webmasters alike. Isee3D's proprietary technology will bring a new dimension to the way consumers see video on the web with no additional overhead and at the same time, SMI will be positioned to leverage the oldest, successful pay per view model out there”, says Marcello.

Isee3D Inc. common shares are quoted and traded through the facilities of The Canadian Dealing Network, Inc. (trading symbol EYEC). The number of shares issued stands at 65,565,000. For investor relations please contact Ron Goldenberg at (514)908-2233 or ron@isee3d.com

* Forrester research; associated revenue analysis by market sector for the Internet 1999.