

For Immediate Release

**TOTAL IMMERSION INTRODUCES BROWSER-BASED VERSION OF
D'FUSION® SOFTWARE, SUPPORTING LAUNCH OF
'TOPPS 3D LIVE' BASEBALL CARDS**

***First Augmented Reality Consumer Product Comes Alive at
ToppsTown.com***

LOS ANGELES (March 9, 2009) – Total Immersion (www.totalimmersion.com), the global leader in augmented reality, today introduced a Web browser-based version of its D'Fusion® software, supporting the launch of “Topps 3D Live” baseball trading cards. Published by The Topps Company, Topps 3D Live features 33 Major League Baseball stars who come to life at www.toppstown.com, the company's virtual sports community.

Effective with today's rollout, D'Fusion technology can now be deployed within a web browser. D'Fusion operates as a plug-in under Internet Explorer versions 6.0 and higher and Firefox 2.0 and higher, with MacOS/Safari support scheduled for early in Q2. The browser version of D'Fusion complements Total Immersion's D'Fusion Professional and D'Fusion@Home implementations, and is designed to address mass market commercial solutions.

For Total Immersion, Topps 3D Live trading cards represent the company's first consumer product available commercially, introducing a broad audience to the power of augmented reality (AR) to engage.

Each pack of 2009 Topps Series 1 and Series 2 Major League Baseball cards includes one interactive code card. Collectors can log on

to www.toppstown.com, enter the Topps 3D Live section and select the player. Once the player is selected and the program is initialized, it's game on! By placing the card in view of a webcam, the software solution recognizes the player, who pops up from the card onscreen and springs to life. Directing the action takes just a keystroke or two, whether the player is at bat, pitching or catching.

"Topps 3D Live is hugely exciting in itself, but it's also a tremendous showcase for D'Fusion in a browser, which offers a seamless, high-touch AR experience without the need for a separate software download," said Bruno Uzzan, co-founder and CEO of Total Immersion. "This is the first in a series of compelling and engaging Web-based AR solutions, across a diverse array of digital marketing, gaming, entertainment and educational settings."

About Total Immersion

Total Immersion (www.t-immersion.com) is the global leader in augmented reality. Through its patented D'Fusion[®] technology, Total Immersion blurs the line between the virtual world and the real world by integrating real time interactive 3D graphics into a live video stream. Leading the augmented reality category since 1999, the company maintains a presence in Europe and the U.S., and supports a network of partners worldwide.

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