

For Immediate Release

TOTAL IMMERSION JOINS NG CONNECT PROGRAM, A NEW GLOBAL MULTI-INDUSTRY COLLABORATION, INITIATED BY ALCATEL-LUCENT TO DEVELOP LTE, 4G AND OTHER ULTRA-HIGH BANDWIDTH NETWORKS.

Augmented reality leader will contribute to the development of new mobile services combining live video and computer-generated “virtual reality” graphics

Barcelona, February 16, 2009 —At the GSMA Mobile World Congress tradeshow and exhibition today Total Immersion announced its participation in the ng Connect Program, a new multi-industry initiative which will drive the development of next generation broadband services based on Long Term Evolution (LTE) and other ultra high bandwidth technologies.

Many multimedia industries view Total Immersion as a transition vector to the digital world as their legacy business models become outdated. Today consumer products and their marketing programs need 360° digital marketing efforts and Total Immersion’s solutions will be the entry points for many of them.

The ng Connect Program has been developed in order to bring value to operators and other members of the value chain and introduce them to the business benefits possible with and LTE environment. Within the ng Connect program, Total Immersion will provide Augmented Reality applications and services for the mobile industry. Participation in the ng Connect ecosystem with major high tech companies will also help Total Immersion enhance and expand the company’s innovative offerings for its customers and end users. The program also offers an opportunity to benefit from a global network of LTE technologies labs where it will be possible to showcase Total Immersion’s applications to hundreds of thousands people through trade events, HQ

showcases and demos and lastly, direct exposure to the service providers and device makers who will deploy these networks.

“We are proud of being a part of such a forward-looking initiative where our innovative solutions will help the telecommunications players transition to the world of digital media and consumer content applications”. Stated Eric Gehl, COO of Total Immersion. “Augmented reality responds to the consumer demand for real-time interactivity and immersion into all of today’s available multimedia devices. Mobile will be the next service extension carrying augmented reality usage based entertainment and digital marketing applications to millions of mobile users.”

“The fact that global players in the telecommunication industry like Alcatel-Lucent are serious about enabling this digital media world with innovative solutions like ours in such next generation programs is a proof that our vision initiated 10 years ago was accurate. We anticipate great returns of this relationship with Alcatel-Lucent in terms of increased awareness of Total Immersion’s solutions and exposure in this market space. In addition the participation in the ng Connect Program has been reinforced by Verizon’s CTO Dick Lynch recent announcement selecting Alcatel-Lucent and Ericsson to launch the United States first commercial LTE network.

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. Total Immersion is based in France and has expanded its U.S. presence in Los Angeles. The company distributes its solutions through a worldwide reseller and partner network.

About the ng Connect Program

The ng Connect Program is an industry organization committed to the development and rapid deployment of the next generation of broadband services based on Long Term Evolution (LTE) and other ultra high bandwidth technologies. Founded in 2009, the ng Connect Program is supported by leading network, consumer electronics, application and content providers including 4DK, Alcatel-Lucent, Buzznet, chumby, Connect2Media, Dimedis, FISHLABS, HP, QNX, Samsung, SIGNEXX, Total Immersion, TuneWiki and Words and Numbers. For more information on the ng Connect Program, please visit: www.ngconnect.org.

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