

For Immediate Release



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**Citigate Cunningham US Teams with
Citigate Dewe Rogerson Europe and Asia
to Launch SeeReal's Cutting Edge Holographic 3D Technology**

*Global PR Strategy Reaches Journalists
as well as Potential Licensing Partners*

SAN FRANCISCO — July 2, 2007 — As part of a global PR effort to introduce a new approach to 3D technology, high tech PR pioneer Citigate Cunningham has partnered with four of its sister agencies in Europe and Asia, including Citigate Dewe Rogerson in Germany, to successfully launch SeeReal Technology's real-time holography.

Over the past four years, SeeReal Technologies, the leader in the development of holographic 3D display solutions, has been working to overcome the obstacles that have prevented 3D technology from becoming a mainstream option in consumer TV and computer displays. As the company prepared to formally introduce a milestone in the development of holography that allows for 3D TVs to be available to the mass market in as little as three years, the company called upon Citigate Cunningham to help drive media and potential partner traffic to experience a demonstration of the holography first-hand at SID Display Week from May 20-25, 2007 in Long Beach, CA.

“As a result of Citigate Cunningham and Citigate Dewe Rogerson's efforts, our booth was so busy with media, analysts and representatives from all the top consumer electronics manufacturers from all over the world, we had to maintain a long waiting list to ensure we could accommodate everyone's interest in viewing the holography demonstration,” said Mark Thorsen, CEO of SeeReal.

“What we often hear from our clients is a demand for seamless execution globally. This SeeReal launch is one such great example of that work,” said Paul Bergevin, president of Citigate Cunningham. “Our employees like working on PR for cool technology. This certainly fits the bill there as well.”

About Citigate Cunningham

For more than 20 years, Citigate Cunningham has shaped the technology PR industry, delivering unparalleled competitive advantage to clients by helping them build brand and drive demand. The agency pairs the spirit of Silicon Valley entrepreneurship and deep technology know-how with a gate to key markets around the world, from Europe to Asia. With offices in San Francisco and Boston, Citigate Cunningham is part of the Huntsworth Network, which has leading brands in communications all over the world in 45 offices in 21 countries. To learn more, visit www.citigatecunningham.com.