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Press Release

Source: InterSense, Inc.

University of California Irvine's Beall Center Showcases InterSense Technology

Thursday October 18, 9:00 am ET

UC Irvine's Beall Center for Art + Technology Opens an Exhibition Using InterSense's VisTracker for an Interactive Augmented Reality Role Playing Game

BEDFORD, MA--(MARKET WIRE)--Oct 18, 2007 -- InterSense, Inc., a leader in motion tracking technology, today announced its IS-1200 VisTracker system has been incorporated into the Grand Text Auto exhibition taking place from October 4 through December 15 at the University of California, Irvine's Beall Center for Art + Technology. Collectively authored by six artists and scholars, Grand Text Auto (<http://grandtextauto.org>) is a popular blog about the potential of digital media. The event at the Beall Center marks the first time a blog has become a gallery exhibition, during which Grand Text Auto members are putting their concepts and ideas into practice in a variety of ways.

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InterSense's technology has been incorporated into an augmented reality (AR) installation of the acclaimed desktop-based interactive drama, *Façade*. The new AR version of *Façade*, developed at the Georgia Institute of Technology, utilizes the VisTracker system as a means to track the players in real time as they move freely throughout the scene. Along with motion tracking, the players utilize gestures and speech to interact with virtual characters that appear graphically imposed in the scene, using an augmented video see-thru display. The InterSense inertial-optical IS-1200 VisTracker is incorporated into the head mounted display to smoothly track the player's viewpoint over a large area to ensure that s/he has a realistic interactive experience with the virtual characters.

AR *Façade* (<http://www.gvu.gatech.edu/arfaçade>) is described by its creators as a piece that "explores the combination of interactive virtual characters, non-linear

narrative, and unconstrained embodied interaction and serves as an instrument for understanding the relationship between presence and engagement." It was created by Steven Dow, Manish Mehta, Blair MacIntyre and Michael Mateas (now at UC Santa Cruz) at the Georgia Institute of Technology's GVU Center.

"This is the first time AR *Façade* has been seen outside a university research laboratory," stated Blair MacIntyre, associate professor in the School of Interactive Computing at Georgia Tech's GVU Center and an expert in augmented reality, computer graphics and human-computer interaction. "By using augmented reality to make *Façade* more immersive, we're allowing players to move beyond just playing the game -- so they actually feel they are the game."

"InterSense is proud to support the creation of the AR *Façade*, as well as the cutting-edge research conducted by the team at the Georgia Institute of Technology's GVU Center," stated Dean Wormell, Director of Applications Marketing at InterSense. "This game is just a glance into the future of augmented reality for use in training and manufacturing applications. The ability to interact seamlessly in a real environment with virtual elements provides an engaging experience in which virtual content can truly affect participants."



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The Beall Center for Art + Technology is located at the Claire Trevor School of the Arts, University of California, Irvine (712 Arts Plaza, Irvine, CA). The exhibition is open Tuesday and Wednesday from 12-5 pm and Thursday through Saturday from 12-8 pm. For more information on the exhibit please visit <http://beallcenter.uci.edu>

About InterSense

Founded in 1996, InterSense Inc. is a precision motion technology company delivering real time positioning, tracking and alignment capabilities, which bring higher speed and quality to visual simulation and enhanced vision and navigation applications. InterSense's patented motion tracking products enable realistic interaction with computer graphics for demanding applications including simulation and training; oil and gas exploration; manufacturing; virtual prototyping and design; medical imaging; entertainment; and video/film production. Privately-held InterSense is headquartered in Bedford, Massachusetts. For more information, visit www.intersense.com.

Contact:

Press Contact:
Jena Murphy
Citigate Cunningham for InterSense
+1 617 374 4216
[Email Contact](#)

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