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Pacific Packaging Machinery Launches Use of Innovative Rich Media on Web Site to Give Customers Engaging, Interactive Experience with Products in Real-time

Use of 3D animation online creates an engaging and immersive experience for Pacific Packaging's customers

CHICAGO (Pack Expo International 2000 Conference Booth #3686) – **November 5, 2000** – Pacific Packaging Machinery Inc., the leader in custom high-speed volumetric liquid packaging fillers, today revealed a cutting-edge, virtual version of its packaging machine which will be featured on their web site (<http://www.pacificpak.com>) that demonstrates, through interactive 3D animation, the scope and functionality of Pacific Packaging's leading liquid-filling machines. This rich media experience, allows the customer to "test drive" machinery online by zooming in on various angles, manipulating the speed of production, and adjusting the fill rate on the fly.

Pacific Packaging will debut its web-based interactive packaging machine powered by Pulse technology at PACK EXPO International, Booth #3686. This demonstration will show how interactive, 3D animation can help companies successfully communicate the key features of their products on the web and better compete for eyeballs.

"With Pulse's 3D technology we've created a compelling packaging presentation for our web site visitors that allows them to immediately engage and interact with our machinery in a real-time environment without ever having to request a CD or download a huge file," said Pacific Packaging Vice President, Pete Carpino. "To date, the manufacturing industry has not embraced online interactivity, which gives Pacific Packaging a first-mover advantage and makes our products stand out among the competition."



Bill Mitchel, Executive Vice President of Business Development for Pulse said, "Pacific Packaging's innovative use of Pulse technology validates 3D animation's ability to provide effective e-commerce solutions and further illustrates the wide range of applications available for 3D technology."

About Pacific Packaging

Pacific Packaging Machinery Inc. specializes in the design and manufacturing of custom, high-speed, volumetric filling equipment. Founded in 1962, they specialize in the engineering and production of sophisticated filling machinery for the packaging industry. Over the course of almost 40 years, they have perfected their rotary volumetric filling system to meet the specific requirements for *all* liquid filling applications.

About Pulse Entertainment

Based in San Francisco, Pulse Entertainment was recently honored **by Red Herring as one of the Top 50 Private Companies** for 2000. Pulse is a privately funded developer of the leading technology for creating and experiencing interactive, 3D animation on the web, with significant investment from Softbank. Pulse specializes in bringing life to the Internet by providing rich media solutions for digital content creation in marketing, e-commerce, branding, entertainment, and education. The company's growing client base and strategic partner list includes AMD, Apple, ATI, Autodesk, Broadband Sports, Egreetings, Electronic Arts, Eruptor, Excite@Home, Intel, Mattel, Microsoft, MTV, NBC, Real Networks, The Jim Henson Company, Time Warner and 3dfx. Pulse Entertainment is located at 654 Mission Street, San Francisco, CA 94105, (415) 348-4000, or <http://www.pulse3d.com>.

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