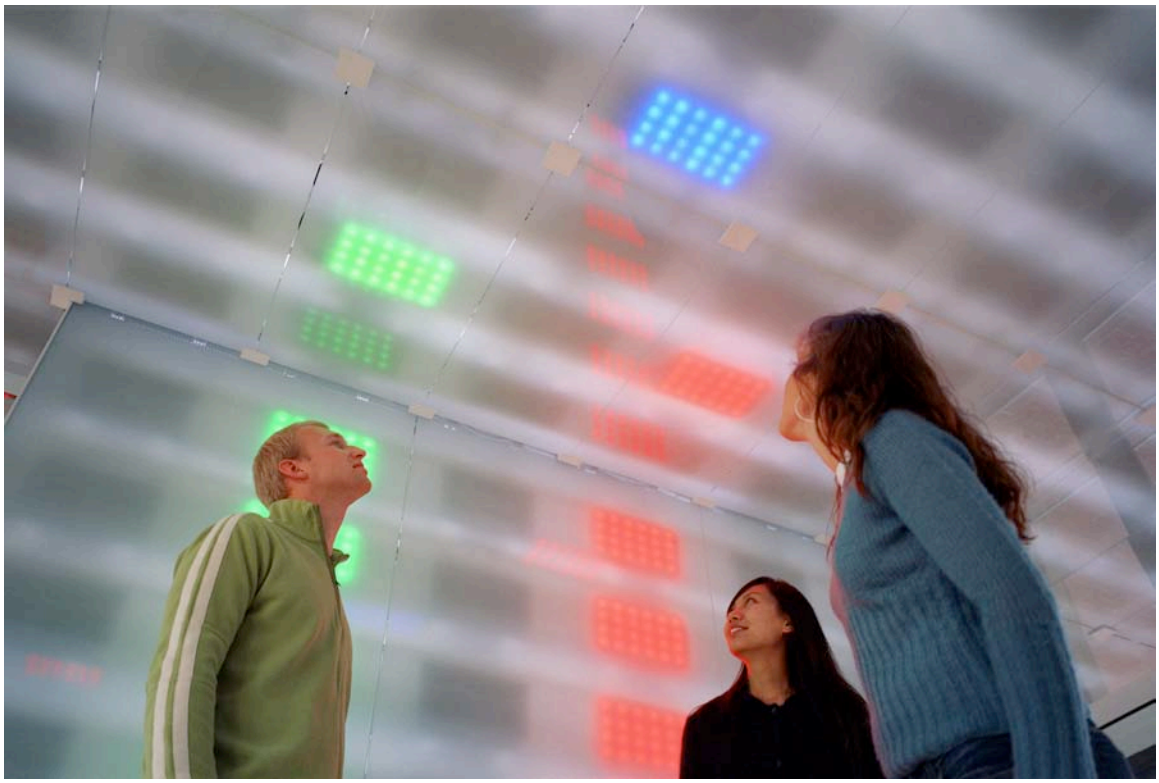
For Immediate Release

TYZX 3D Person Tracking Technology Expected to Draw More Than 2 Million Visitors to Interactive Art Display In Rockefeller Center

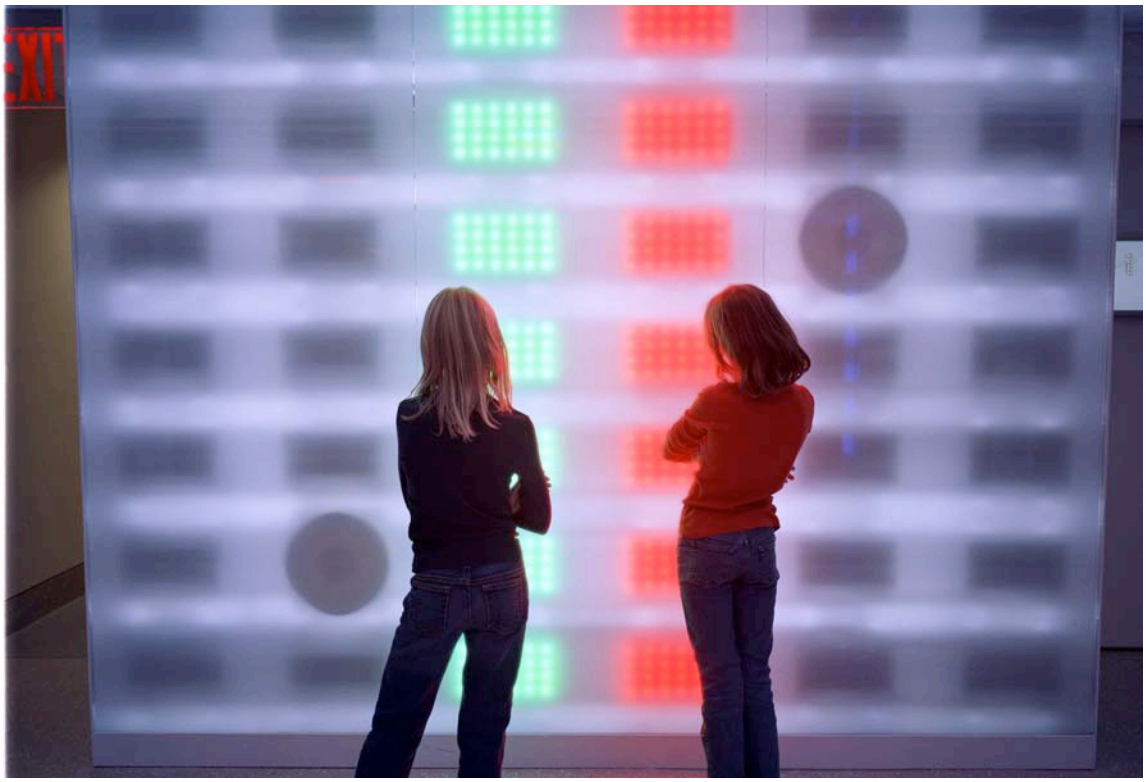
NEW YORK, August 15, 2006 – More than 2 million visitors are expected to experience the Electroland-created Target Breezeway, a unique experimental space for environmental interactivity, which is powered by Tyzx 3D vision technology, sponsored by Target, and located on the 69th floor observation deck of Rockefeller Center.

Electroland, a group that creates comprehensive and multi-disciplinary urban projects and scenarios, worked with Tyzx 3D vision technology to achieve revolutionary sensing and visitor tracking in the Breezeway. The TYZX 3D vision system is capable of individually tracking up to thirty visitors with great accuracy and a very low error rate. This level of individual tracking is unprecedented in

public interactivity, and allows for great precision in translating visitor motions into an engaging interactive experience.



“Systems that ‘see’ can be used in interactive art pieces such as this Electroland environment, and also in real world applications in the automotive, consumer electronics, robotics and security markets,” said Ron Buck, CEO of Tyzx. “The time is right for adoption of ‘3D computer vision’ in a variety of commercial markets, because we now offer high performance 3D systems in an integrated, small form-factor package, thus driving down the cost.”



Visitors to the Breezeway space participate in an immersive videogame-like environment where human motion is translated into patterns of sound and light. The walls and ceiling are lined with an electronic "intelligent skin" composed of more than 24,000 LED lights behind translucent white glass, which is capable of creating intense RGB light effects. Ambient sounds accompany the different light patterns and reinforce the interactive relationship.

Each visitor is assigned a "personality" by the tracking software and is in turn followed by patterns of colored lights. For instance, a green light might persistently follow one visitor, a red light might follow another person, and a blue light a third. Electroland software, integrated with Tyzx technology, is able to modulate patterns depending on numbers of visitors, time of day, and levels of activity in the room.

"No other vision technology we evaluated could handle the challenges caused by the dynamic lighting conditions of this project," said Damon Seeley, co-founder,

Electroland. “Thanks to the Tyzx 3D person tracking system, we were able to create a spectacular interactive experience that is easy to appreciate and rewarding for all ages and types of visitors.”

The Electroland Target Breezeway project opened to the public in late 2005 and is expected to continue for another two years. For more information and to see photos of the Electroland Target Breezeway experience, go to www.tyzx.com

About Electroland

Electroland creates large-scale public art projects and electronic installations. Each project is site-specific and may employ a broad range of media, including light, sound, images, motion, architecture and interactivity. Electroland is working at the forefront of new technologies to create interactive experiences where visitors can interact with buildings, spaces and each other in new and exciting ways. Advanced interactivity in Electroland projects creates new relationships between people and public space, and shifts the boundaries of private experience in the public sphere.

Founded in 2001 and based in Los Angeles, Electroland is composed of principal, Cameron McNall, and partner, Damon Seeley, along with a dynamic network of collaborators in the arts, design and technology fields. More Electroland documentation may be found at www.electroland.net

About Tyzx, Inc.

Tyzx is a 3D vision company providing a platform of hardware, software and services for building products that see and interact with the world in three dimensions. Tyzx delivers high volume, cost-effective 3D vision solutions to industry leaders in automotive, consumer electronics, robotics and security markets. Founded in 2002 and based in Menlo Park, Calif., Tyzx is privately funded. Tyzx received a $4 million investment from Takata, the global manufacturer of automotive safety systems, following an earlier investment by

Microsoft co-founder Paul Allen. For more information, visit www.tyzx.com

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