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FOR IMMEDIATE RELEASE

**DR. CRISTA LOPES JOINS INTEL CTO JUSTIN RATTNER AT SCog TO DISCUSS
ADVANCEMENTS IN VISUALIZATION FOR SCIENTIFIC AND ENGINEERING
APPLICATIONS**

PORTLAND, Ore., Nov. 23, 2009 – Encitra, Inc., an emerging leader in collaborative visualization technology, today announced that Crista Lopes, Associate Professor in the School of Information and Computer Sciences at the University of California, Irvine, and Chief Computer Scientist for Encitra, was invited to join Intel CTO Justin Rattner on stage during his SCog opening day keynote address to share her knowledge in new techniques being developed to better understand and communicate scientific and engineering phenomena through visualization. SCog is recognized globally as the premier international conference on high performance computing, networking, storage and analysis.

Dr. Lopes responded to Rattner's questions about OpenSim, an open source virtual world platform of which she is one of the main architects. She explained the importance of open source infrastructure software that enables the creation of a variety of 3D applications by commercial vendors. Dr. Lopes also explained the importance of interoperability, and how that is being addressed in OpenSim.

Encitra founder Christer Lindstrom has worked with Dr. Lopes and a team of developers to use these very same visualization techniques to model portions of Uppsala, Sweden, for a transportation center planning project, commissioned by the City of Uppsala. This project will be completed by the end of November and presented at the Podcar City Conference in Malmo, Sweden, on Dec. 9, 2009.

The focus of Rattner's keynote address was to share examples of how high performance computing is being used to deliver cutting edge, 3D collaborative visualizations. By drawing parallels between the start of the 2D Internet and the rise of the 3D Internet today, Rattner

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demonstrated how an entirely new era of exciting, educational and informative visualization tools will enhance virtual and real worlds for the foreseeable future.

About Encitra, Inc.

Encitra, Inc., headquartered in Santa Cruz, Calif., is an early leader in the emerging world of collaborative visualization modeling. Leveraging open source tools, Encitra is able to provide sophisticated interactivity models for transportation and urban planning as well as real estate development projects. For more information on Encitra, see www.encitra.com.

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