ENCITRA™

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FOR IMMEDIATE RELEASE

ENCITRA TO UNVEIL VISUALIZATION MODEL OF UPPSALA, SWEDEN, TRANSPORTATION CENTER AT THE 2009 PODCAR CITY CONFERENCE

SANTA CRUZ, Calif., Dec. 1, 2009 – Encitra, Inc., today announced that Darrell Musick, CEO, will introduce the company's visualization capabilities during the general session at the Podcar City Conference on Dec. 9, 2009, in Malmö, Sweden. This open source demo will feature the worldwide debut of Encitra's collaborative visualization of a major public transportation integration in Uppsala, Sweden, showing a Personal Rapid Transportation (PRT) system modeled into the existing transportation center.

This customized visualization model was developed by Encitra of Santa Cruz, Calif., a company leading the way in providing interactive visualization models for cities and the transportation and real estate development sectors.

With an emphasis on reviewing the latest technology and discussing future roles for podcars in helping cities throughout the world deal with their growing sustainable transportation infrastructure challenges, the Podcar City Conference (PCCC3) will draw an international contingent of designers, developers, transportation experts and government officials who will address these issues.

Participants in the two-day symposium will be introduced to the world's top PRT designers through various presentations and working sessions to include the first PRT pod show with several prototype pods on display. Conference organizers are KOMPASS, a network of 14 Swedish cities aiming to adopt PRT systems, and the Institute for Sustainable Transportation, in cooperation with the US-based Advanced Transit Association.

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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.