![ENCITRA™ logo]

FOR MORE INFORMATION:

Darrell Musick
Encitra CEO
+1-831-818-0656
darrell@encitra.com

FOR IMMEDIATE RELEASE

ENCITRA, INC. TO DEVELOP IMMERSIVE 3D MODEL OF SAN JOSE'S PROPOSED AUTOMATED TRANSIT NETWORK SYSTEM

SAN JOSE, Calif., March 12, 2010 – Encitra, Inc., an emerging leader in collaborative visualization technology, announced plans to develop an immersive 3D model of the City of San Jose's proposed Automated Transit Network (ATN) system. The announcement was made during a March 3, 2010, gathering of key public and private stakeholders in San Jose.

Encitra's virtual model of San Jose will focus on the area where the City's proposed ATN network will link Mineta San Jose International Airport with long term parking, light rail on North First Street, VTA bus and rail lines as well as other proposed mass transit options under consideration. The model will also include an ATN loop linking up with the high speed rail connection at the Diridon Station.

"Encitra's visualization technology was used in late 2009 to create a 3D virtual model of a geographic sector in Uppsala, Sweden, where a proposed personal rapid transportation (PRT) or "podcar" system was integrated into Uppsala's historic transportation center," said Darrell Musick, Encitra CEO. "This model allows city planners, real estate developers, transportation agencies and other stakeholders to visualize how such a PRT system would affect and integrate with existing modes of transportation."

The virtual model of San Jose will include architectural renderings of existing and proposed buildings and landmarks plus the proposed ATN system, complete with stations, vehicles and related infrastructure.

Encitra's technology creates a more immersive experience than typical 3D fly-through videos used in architecture projects. Encitra's models are truly interactive and the San Jose model will encourage viewers to freely move throughout the model to experience the realistic interaction of pedestrians, commuters, taxis, light rail, bus, ATN, BART and the VTA.

Encitra

+1-831-818-0656 (US)
www.encitra.com

147 South River Street
Suite 207
Santa Cruz, CA 95060
USA

A follow-up meeting of interested San Jose area stakeholders will be held on March 17, 2010. Those interested in attending should contact Encitra at info@encitra.com.

With modeling already underway, the unveiling and initial viewing of Encitra's San Jose 3D model will take place at [Podcar City: San Jose, Innovating Sustainable Communities](#), from October 27-29, 2010, at San Jose City Hall, 200 E. Santa Clara St.

Podcar City: San Jose is an international conference where some of the world's top transportation designers will share the latest technology and installations plus chair working sessions to address challenges and opportunities involved in bringing sustainable transportation from a vision to reality. Sponsors include the City of San Jose and the Mineta Transportation Institute, which is affiliated with San Jose State University's College of Business.

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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