



FOR IMMEDIATE RELEASE

IVS 3D Appoints New Marketing Director

Portsmouth, New Hampshire, USA – December 1st, 2004 – IVS 3D has appointed a new Sales & Marketing Director, Bill McKernan, to operate from the company's office in New Hampshire. McKernan is responsible for development and growth of company sales, continued and new customer business and marketing initiatives.

"As a result of opening IVS 3D US a year ago, significant growth in the number of Fledermaus software clients in the US has dictated that a Director for Sales and Marketing was an essential hire," says General Manager, Lindsay Gee.

With an eye towards new industry trends and technologies, McKernan comes to IVS 3D with a strong track record of determining and implementing winning business strategies to clients in both the private and public sectors. His professional and well rounded management practices have ensured his career advancement and success.

"IVS 3D caught my attention because of the comprehensive 3D visualization solution the company offers for businesses," McKernan says. "I am impressed that IVS 3D is able to provide such a complete and robust software package along with services to a worldwide marketplace."

"We are pleased to have Mr. McKernan working with us and look forward to benefiting from his extensive experience in US Government," says Lindsay Gee, General Manager. "He brings valuable expertise and experience to IVS 3D, which will help us implement strategies to expand our offerings." Prior to joining IVS 3D, McKernan has held senior sales & marketing positions at Ecora Software, Candle Corporation, NetManage, and EMC.

ABOUT IVS 3D

IVS 3D provides innovative and flexible tools for scientific 3D visualization and analysis for surveying, mapping and research. IVS 3D's products and services are available worldwide.

For more information, visit <http://ivs3d.com>.

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