

MOTION GAMING FOR MILLIONS.

Cam-Trax Opens Its Platform For Developers And Publishers To Add Content And Increase Online Distribution.

Ramat-Gan, Israel February 28, 2011 - Cam-Trax Technologies Ltd. proudly announces the limited launch (partners only) of its free kids motion platform. Millions will be able to enjoy the platform on the full scale launch on May since no hardware is needed other than a standard webcam. Controlling the platform is done by holding objects kids have at home or specially designed ones by the company. A download center was created to help discovery and acquisition of new content, free or by small payment.

The company developed a motion technology which identifies and tracks standard objects using a standard webcam. This exempts the user from buying a special camera or device in order to enjoy the motion experience.

Using a revenue sharing model, the company is distributing revenues to websites on which the platform is presented and developers which will produce and sell their content using the online download center.

A unique tool for integration was also developed to easily embed flash games into the platform. As partners, flash developers will use Cam-Trax API to create new flash based motion activities or to enhance their already developed games to be motion controlled by emulating the controller's motion as mouse movements.

Publishers enjoy a turn-key solution – using a simple copy-paste function, they will embed a new motion section in their website.

Cam-Trax had already partnered with Comfy, which launched a retail product based on its technology and is now working with retailers to embed the technology in additional products.

About Cam-Trax Technologies

Cam-Trax is the global leader in image processing and motion control using standard webcams and hardware. Retailers, publishers and developers working with the company join the motion world quickly and easily. Cam-Trax is a privately held company with its headquarters in Ramat-Gan, Israel. For more information please visit: www.cam-trax.com

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