

DDD GROUP PLC ANNOUNCES DDD MOBILE™ 3D MOBILE SOLUTION NOW AVAILABLE FOR TI'S OMAP™ WIRELESS PROCESSORS

Santa Monica, Calif. (May 8, 2006) — DDD Group plc (AIM: DDD), the 3D software and content company, today announces that DDD Mobile™, the comprehensive 3D content solution for mobile telephone handsets that allows the presentation of photos, animations and movies in a stereoscopic 3D format has been successfully delivered on the Texas Instruments Incorporated (TI) OMAP™ high-performance, ultra-low power consumption wireless applications processors.

The DDD Mobile software, which resides on the mobile telephone handset, provides a comprehensive 3D content solution taking full advantage of the powerful features of TI's OMAP processors that enable a new class of mobile phones that improve entertainment and productivity features and integrate capabilities of cameras, gaming devices, portable video and music players, laptops and PDAs. The availability of DDD Mobile now makes it possible for handset makers to incorporate the latest 3D 'glasses-free' LCD displays within their next generation OMAP processor-based wireless products.

Working in partnership with Oxfordshire-based 3D optical specialists, Ocuity Ltd., DDD and Ocuity have delivered a 3D prototype handset based on High Tech Computer Corporation's (HTC) Faraday™ model that uses the TI OMAP850 processor and Windows Mobile 5. Ocuity enhanced the standard 2D LCD display by adding their patented Polarisation Activated Microlens™ technology, resulting in a reconfigurable 2D/3D display that has class leading image quality, full brightness, and all without requiring the user to wear special glasses.

The prototype handset samples showcase a wide variety of popular genres of present day mobile content including branded wallpapers, videos and animations and include DDD's real time 2D to 3D conversion solution for both photos and video captured using the built-in handset camera.

DDD, TI and Ocuity will now be in a position to publicly demonstrate the high impact 3D viewing experience delivered by the sample handsets to a wide range of prospective international customers including handset manufacturers, display manufacturers, mobile network operators and mobile content providers.

Markus Tremmel, worldwide manager of Texas Instruments' Cellular Systems Ecosystem commented, "The addition of stereo 3D capabilities to TI's OMAP platform represents an opportunity for operators and handset manufacturers to massively enhance the experience of wireless entertainment for their subscribers. Consumers cannot enjoy 3D without glasses on any other consumer device. This package, leveraging OMAP processing capability, uniquely differentiates the mobile experience with a visually compelling 'wow' factor."

Paul May, Commercial Director of Ocuity Ltd. explained: " Our Polarisation Activated Microlens technology is easy to manufacture and to add to existing displays. Ocuity's technology combined with the power of mobile processors like the OMAP and the availability of real-time conversion

software from DDD means that the barriers to delivering compelling stereo 3D entertainment to the handset have been eliminated. Consumers will be blown away.”

Chris Yewdall, Chief Executive of DDD said: “The delivery of DDD Mobile on TI’s OMAP processors and Windows Mobile represents a significant milestone for the company. Since announcing DDD Mobile in mid 2005, we have seen an increased interest from handset makers and network operators to the prospect of offering 3D enabled handsets. Our partnership with TI and Ocuity allows us to accelerate our marketing activities as we seek to secure further licensees and bring the 3D mobile experience to consumers worldwide.”

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Notes to Editors

About DDD

DDD, also known as Dynamic Digital Depth, is transforming the viewing experience with applications for glasses-free 3D displays. Its patented technologies enable 3D viewing without glasses; simple integration of computer graphics applications with 3D displays; supply of 3D content through 2D to 3D conversion; and 3D transmission over existing networks. DDD is quoted on the London Stock Exchange’s Alternative Investment Market (AIM: DDD).

- A new category of flat screen LCD and plasma displays are being developed and marketed by major consumer electronics companies that provide stereoscopic 3D images without the need for the viewer to wear glasses. Stereoscopic 3D images appear to have natural in and off-screen depth. 3D displays have already been included with mobile telephones in Japan and in desktop PC displays and notebook computers in North America and Japan.
- In 2003 and 2004, DoCoMo introduced two models of Sharp mobile telephone that included a 3D LCD display developed by Sharp Corporation. DoCoMo sold approximately 2.8 million 3D mobile telephones in Japan.
- In July 2005, DDD announced a two-year license agreement to integrate its DDD Mobile™ real time 3D conversion software with a 3D mobile telephone handset for one of the world’s top five handset manufacturers.
- DDD’s solutions provide an important bridge between conventional two dimensional (2D) applications and content and the new 3D displays. Normal 2D pictures, video and computer graphics images are manipulated by DDD’s patented software enabling them to be displayed

on 3D displays without requiring the content to be created specially for a 3D display. DDD recently announced the ability to automatically convert still photographs and DVD video to 3D without any pre processing of the 2D image.

- DDD licenses these software applications, marketed under the TriDef® and DDD Mobile™ brand names, to manufacturers for inclusion with the 3D display products supplied to end users. DDD also licenses the software directly to end users who already own 3D displays and through an international sales channel. Sharp Corporation and DDD entered into a multi year software licensing agreement in October 2003 that allows Sharp to include a bundle of five of DDD's 3D software applications with Sharp's Actius range of 3D notebook PCs sold in Japan and America.
- DDD expects to license the DDD Mobile software library to additional handset makers who wish to include 3D LCD displays in a variety of wireless devices including next generation smartphones and PDAs. The licensing arrangements are expected to yield a per unit royalty to DDD based on the number of wireless devices manufactured by the licensee. These projects may also yield one time development and integration fees associated with assisting the manufacturer in the successful integration of the DDD software with the 3D wireless device.
- DDD also intends to generate income through the conversion of existing libraries of premium mobile content including wallpaper, animations and movies. The company expects to participate in a share of the income paid by wireless subscribers who download 3D content that has been converted to 3D by DDD. In July 2005, DDD announced a partnership with Jamster! International Sarl to convert Jamster's popular mobile phone content library to 3D for distribution to owners of 3D mobile phones.
- DDD is currently expanding the product range to allow its content solutions to be used on future 3D display products including consumer television and digital cinema.

More information is available at www.DDD.com.

About Ocuity

Ocuity specializes in delivering enhancements to flat panel displays. Its mission is to be the leading supplier of reconfigurable optical technology to the flat panel display industry. The company's key patented invention is the Polarisation Activated Microlens that enables a polarization switch to be used to switch between normal 2D and auto stereoscopic 3D viewing modes. The result is a compact, high quality no-glasses 3D display with a wide viewing angle and 3D depth range. Ocuity's technology is licensed to display manufacturing companies.

Ocuity was founded in 2001 and is a private company based near Oxford, England. More information is located on the World Wide Web at www.ocuity.co.uk.

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OMAP is a trademark of Texas Instruments Incorporated.

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