



Starring You - Live in 3D on the Trade Show Floor!

- Access Integrated Technologies, Inc.'s CineLive™ Premiers at ShowEast 2008 - - Anticipated Precursor to Major Live Events -

MORRISTOWN, N.J., Oct 14, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- Access Integrated Technologies, Inc. ("AccessIT") (Nasdaq: AIXD) announced today its public premiere of its exclusive CineLive™ product bringing live 3D to the trade show floor at ShowEast 2008. Visitors will have the opportunity to see themselves in 3D and to learn how AccessIT and The Bigger Picture will bring major live 2D and 3D events to digital cinema equipped theatres across the country with technology that is available today.

Announced at ShowEast in October 2007, CineLive has been developed in conjunction with International Datacasting Corporation (IDC) (TSX:IDC) and Sensio® (Sensio) (TSX.V:SIO) under an exclusive domestic license agreement with AccessIT and is designed to work with AccessIT's satellite network and digital cinema systems equipped with 3-D technology. In June 2008, AccessIT announced a roll-out of CineLive to 150 locations across the U.S. in top designated marketing areas. All installations are anticipated to be complete before the close of this year.

Bringing CineLive to ShowEast has required the collaboration of numerous entities. AccessIT, IDC and Sensio are providing the underlying technology integrated with the AccessIT digital cinema system. Inition and Polecam USA are providing the 3D capture equipment and expertise.

Scheduled CineLive demonstrations supported by IDC, Sensio, Inition and Polecam USA will take place in AccessIT's booth number 1106 at the following times:

Tuesday 10/14	Wednesday 10/15	Thursday 10/16
1:00 pm	2:30 pm	9:00 am
2:00 pm	3:30 pm	10:00 am
3:00 pm	4:30 pm	11:00 am
4:00 pm		
5:00 pm		

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"We are excited about the future of live 3D and our demonstration on the showroom floor is the next step in securing major live events for theatres around the world. We hope this demonstration will encourage more exhibitors to go digital with AccessIT committing to the digital cinema and 3D future, and that it will encourage more live 3-D programs to accompany our proven 2-D live broadcasts," said Bud Mayo, chairman and CEO of AccessIT. "We're delighted to be working with a diligent team of individuals from IDC, Sensio, Inition and Polecam and to be bringing CineLive to life for current and future exhibition partners."

The Bigger Picture, an AccessIT company is expected to manage the distribution of many of the 2-D and 3-D live events enabled by this network.

Access Integrated Technologies, Inc. (AccessIT) is the global leader in providing integrated solutions for digital cinema. The Company's ground-breaking digital cinema networked services along with its Library Management Server® and Theatre Command Center® software have enabled theatres across the United States to play more than nine million digital showings of Hollywood features to date. AccessIT's 24/7 satellite operations delivers feature movies, alternative content advertising, and pre-show entertainment through its UniqueScreen Media subsidiary, including live 2-D and 3-D events through its CineLive®

satellite network, expanding box office sales and developing new ways to attract incremental revenues. Through its alternative content distribution unit, The Bigger Picture, AccessIT offers channels of programming including Opera, Kidtoons, Faith Based, Concerts, Sports and Anime. Access Integrated Technologies® and AccessIT™ are trademarks of Access Integrated Technologies, Inc. For more information on AccessIT, visit www.accessitx.com. [AIXD-G]

CineLive(TM) is a trade mark of Access Integrated Technologies, Inc.

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