



## Fisher-Price and Spatial View Partner to Bring View-Master(R) 3D Content Into the Digital Age

EAST AURORA, N.Y., Jan. 10, 2012 (GLOBE NEWSWIRE) -- Fisher-Price, Inc., the largest infant and preschool toy manufacturer and a subsidiary of Mattel, Inc., announced a new partnership with Spatial View Inc., a leading innovator in stereo 3D content distribution and auto-stereoscopic display technologies.

Fisher-Price will offer a selection of images from the company's View-Master image archive, regarded as the largest collection of 3D still images in the world. "The View-Master archive is a virtual treasure-trove of 3D imagery capturing over 100 years of history and culture," said Peter Snajczuk, Vice President of Marketing for Fisher-Price. "We're thrilled to be working with Spatial View to make these spectacular images available digitally for download from [ViewMasterDigital3D.com](http://ViewMasterDigital3D.com) to a variety of 3D mobile devices and Internet-connected 3D TVs."

Since 1939, View-Master images have brought the world to life for children and adults alike through its iconic reels and viewers. With over 1.5 billion reels sold, the View-Master image archive contains thousands of images covering a century of pop culture, current events, nature, science, history and travel.

Launching in late Q1, 2012, the online digital content store - [www.viewmasterdigital3d.com](http://www.viewmasterdigital3d.com) - will include a selection of titles consisting of national parks, travel, nature, and history. The content will be sold in packs of 18 to 21 images for \$1.99.

Using Spatial View's innovative 3DeeSlide accessory for the iPhone 4/4S, users will be able to see View-Master images in 3D, without 3D glasses. Support for Android 3D smart phones, Windows PCs, and 3D TV platforms will follow.

"View-Master images hold tremendous nostalgic value for me and many people around the world who fondly recall discovering far and exotic corners of our planet or marveling at seeing their favorite characters in 3D through their View-Master viewers," said Al Lopez, COO of Spatial View. "We feel privileged and honored to work with Fisher-Price to bring this extensive historical archive of spectacular 3D imagery to a variety of digital mediums."

For more information or to be notified when the View-Master 3D images will be available, please visit [www.viewmasterdigital3d.com](http://www.viewmasterdigital3d.com).

### About Fisher-Price:

Fisher-Price, Inc., a subsidiary of Mattel, Inc. (Nasdaq:MAT) located in East Aurora, N.Y., is the leading brand of infant and preschool toys in the world. The company's legacy of high quality toys has enhanced early childhood development for more than 80 years. The Fisher-Price Play Laboratory, celebrating its 50th anniversary this year, was the first child research center of its kind in the industry. Herman Fisher established the Play Lab to observe real children playing with the company's toys during various stages of development. The Play Lab remains at the heart of product development today. Some of the Company's best-known "classic" brands include Little People®, Power Wheels® and View-Master®. Fisher-Price is also a leading developer of baby gear products (infant swings, bouncers, high chairs), as well as a wide array of character-based toys inspired by high quality children's programming such as Dora the Explorer™, Kung Fu Panda 2™, Mickey Mouse Clubhouse, Penguins of Madagascar™ and Thomas & Friends™. The Company's web [site www.fisher-price.com](http://www.fisher-price.com), provides valuable information and resources to parents and grandparents.

The Fisher-Price, Inc. logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=11374>

### About Spatial View:

Spatial View Inc. is a leading innovator in stereo 3D content distribution and auto-stereoscopic display technologies, making the world's 3D experience accessible, affordable, and compelling. Founded in 2004, Spatial View provides software, services, and accessories for the creation, adaptation, and viewing of stereo 3D content on a variety of mobile devices, PCs, and Internet-connected TVs. Headquartered in Toronto, Canada, Spatial View also has offices in the United States and Belgium. For more information, visit [www.spatialview.com](http://www.spatialview.com).

Spatial View is a registered trademark of Spatial View Inc. All other trademarks are the property of their respective owners.

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