

PRESS RELEASE

Of interest to editors and journalists covering:  
Video Games, Entertainment, Computing, Software, Austin Game Conference

Panthesis Announces Swan Online Event Arenas

Austin Game Conference, Austin, TX

BELLEVUE, Wash. - September 8, 2004 /Send2Press Newswire/ -- Panthesis, Inc. (www.panthesis.com), a leader in peer-to-peer networking has announced its Online Event Arenas for the multiplayer online game market. Based on the firm's multiple patents for Small-world Wide Area Networks (Swan), this new technology allows game publishers and providers to enable online games for tens of thousands of participants and spectators, improving performance without increasing infrastructure costs.

Online Event Arenas make it possible to create online arena environments that mirror real-world arenas. Game providers will be able to create environments that not only include the player, but also spectators and other roles such as sponsors or advertisers.

"The demand and popularity for online multi-player games continues to grow," said David Cole, president, of DFC Intelligence. "This is leading to the two key trends of trying to reduce the relatively high costs of developing and providing multi-player online games and attempts to add new types of revenue generating participants like spectators to the games."

As a secure and reliable peer-to-peer technology and communication infrastructure Swan reduces the back-end server farm dependency while increasing the performance and maximizing existing infrastructure investments. By leveraging Swan, Online Event Arenas allow players, spectators, and others, like advertisers, to easily participate in these massively scalable environments. This in turn allows the game provider to reach new levels of participation and new revenue streams.

In addition to improving the scalability, increasing the number and types of participants, reducing the costs of providing online games, and increasing their revenue potential, the mission of Online Event Arenas is to make online games the worlds biggest and most accessible spectator sport," said Steve Clemons, CEO of Panthesis, Inc.

About Panthesis

Panthesis Incorporated is the pioneer of Small-world Wide Area Networking (Swan) a technology developed at The Boeing Company to allow geographically dispersed groups and individuals to conduct collaborative online projects. Panthesis mission is to take this patented technology into new markets of online event communities and collaboration such as multi-player online gaming.

For further information, please visit our website,  
<http://www.panthesis.com>  
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\*IMPORTANT NOTE TO MEDIA:

to reach the organization releasing this news, please contact:  
Devin@panthesis.com (media only)

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Multi-player online games, Online games, Peer-to-peer. SWAN, WAN,  
Austin Game Conference 2004, gamers, internet, web, P2P, MPG RPG