



**IMMERSIVE  
MEDIA**

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*Press Release*

**IMMERSIVE MEDIA CORP. CONTINUES MASSIVE INTERNATIONAL EXPANSION  
WITH GEOIMMERSIVE™ IMAGERY CAPTURE OF EUROPE'S MAJOR CITIES**

**Calgary, AB – May 10, 2007** – Immersive Media Corp. (TSXV: IMC) (“IMC”), an advanced digital video imaging company, today announced the continued expansion of its GeoImmersive City Data project into Europe’s major cities. TX Immersive Ltd. (“TXi”), an IMC Certified Service Provider based in the UK, will be spearheading the initiative in capturing 360 degree georeferenced spherical video of major metropolitan areas throughout Europe including downtown cores, key points of interest, major intersections and critical infrastructure. The resulting imagery will be available for licensing and provides a complete, natural street level perspective for use in a variety of applications.

“IMC’s proven, cutting edge platform brings a comprehensive visual perspective to the UK marketplace and has tremendous value,” commented Jon Boyce, chairman of TX Immersive Ltd. “Consumers worldwide are realizing the benefits of GeoImmersive video and our contribution to the global proliferation of this visual technology is very, very exciting.”

“Adding coverage of Europe to our GeoImmersive Database continues the execution of our global reach. TXi is committed to our technology, our growth strategy and are experts in their field,” adds Myles M. McGovern, president & CEO of Immersive Media Corp. “We’re continuing to grow internationally through the addition of new Certified Service Partners and corporate customers. I’m pleased to add partners in Durban, South Africa and Fairfax, Virginia to our Certified Service Partner Program.”

The IMC GeoImmersive Database has over 30,000 miles/100 million images available for licensing. To learn more about GeoImmersive video and explore streaming 360 degree spherical video online, please visit <http://demos.immersivemedia.com/>

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## About Immersive Media Corp.

IMC is an advanced digital video imaging company. Using eleven video streams arranged according to geodesic geometry, Immersive video captures an almost complete spherical image; a high-resolution 360 degree view of surroundings that is seamlessly stitched together. IMC's immersive movies can integrate GIS coordinates and other metadata producing our GeoImmersive™ video. IMC's open platform design easily interfaces with industry standard databases providing viewers with greater visual detail for timely, fact-based decision-making.

IMC's offerings include hardware, software, camera and post-production services, and immersive imagery available for licensing. Applications include: urban planning, oil and gas resource management, emergency response and first responder operations, and commercial media. IMC is a publicly traded company that is listed under the symbol "IMC" on the TSX Venture Exchange. For more information please visit [www.immersivemedia.com](http://www.immersivemedia.com)

*ADVISORY: Certain information in this press release constitutes forward-looking statements under applicable securities law. Any statements that are contained in this press release that are not statements of historical fact may be deemed to be forward-looking statements. Forward-looking statements are often identified by terms such as "plan", "may", "should", "anticipate", "expects", "opportunity" and similar expressions. Forward-looking statements in this press release include, but are not limited to, statements with respect to IMC's intention to increase mapping of cities in North America and internationally, the benefits of the license agreement to IMC, and IMC's opportunity to license updates and new images under the agreement. Forward-looking statements necessarily involve known and unknown risks, including, without limitation, risks associated with IMC's ability to capitalize on the opportunities created by the license agreement, IMC's ability to execute its business plan, and the inability of IMC to access sufficient capital from internal and external sources. Readers are cautioned that the foregoing list of factors is not exhaustive.*

*Readers are cautioned not to place undue reliance on forward-looking statements as there can be no assurance that the plans, intentions or expectations upon which they are placed will occur. Such information, although considered reasonable by management at the time of preparation, may prove to be incorrect and actual results may differ materially from those anticipated. Forward-looking statements contained in this press release are expressly qualified by this cautionary statement.*

*Additional information on these and other factors that could affect IMC's operations or financials results are included in IMC's reports on file with Canadian securities regulatory authorities and may be accessed through the SEDAR website ([www.sedar.com](http://www.sedar.com)), IMC's website ([www.immersivemedia.com](http://www.immersivemedia.com)) or by contacting IMC. Furthermore, the forward-looking statements contained in this new release are made as of the date of this news release, and IMC does not undertake any obligation to update publicly or to revise any of the included forward-looking statements, whether as a result of new information, future events or otherwise, except as expressly required by securities laws.*

*The TSX Venture Exchange has not reviewed and does not accept responsibility for the adequacy or accuracy of this release.*

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