



For Immediate Release:

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**NEW FT. WORTH SCIENCE & HISTORY MUSEUM TAPS MEDIAMATION
FOR 40-SEAT 4D MOTION EFFECTS THEATER TECHNOLOGY**

Torrance, CA . . . Swiftly becoming one of the leading suppliers of 4D motion effects seats, theaters and related technologies in the burgeoning Museum marketplace, MediaMation (MMI) was subcontracted to A/V integrators Technomedia Solutions of Orlando, FL to supply major products and ride programming expertise to “Energy Blast!”, the 4D Energy Theater attraction housed in the new Ft. Worth Science & History Museum. For this project, MMI provided and installed 40 of its own X4D™ motion effects seats, as well as performed custom programming of the ride’s motion and seat effects via its award-winning ShowFlow™ control system. The highly anticipated 166,000 sq. ft. Ft. Worth Science and History Museum building, designed by internationally acclaimed architects Legorreta & Legorreta, debuted late fall 2009. Both firms worked under contract to D&P (Design & Production, Inc.) of Lorton, VA, who fabricated the exhibits for three galleries in the expansion space.

According to MMI Project Manager Chris Seide, the fact that MediaMation’s X4D™ effects seats are so highly adaptable, yet cost-effective, played a major role in the Torrance, CA-based interactive attractions technology company winning this part of the prestigious Ft. Worth Museum project. “Our revolutionary X4D motion effects simulator seats, featuring 3DOF digital servo controlled motion, are exceptional in the value they provide to the show operator,” says Seide. “We’re genuinely enthused about the part MediaMation played in the viability of the new 4D Energy Theater, and ultimately, in the enjoyment this technology continues to bring to throngs of visitors to the new Ft. Worth Science & History Museum.

ABOUT TECHNOMEDIA

Technomedia designed and integrated the audiovisual systems for the 4-D Theater and chose MediaMation technologies in their design. Technomedia is the industry’s premiere audio video,

interactive technologies and media design consultant and contractor with offices in Orlando, New York, Las Vegas, Los Angeles and Abu Dhabi.

ABOUT MMI

Throughout its nearly two decades in business, multi award-winning MediaMation has supplied products and/or services for projects associated with Universal Studios-Hollywood; The Houston Space Center Museum; the Marian Koshland Science Museum; the 2000 World's Fair in Hanover, Germany; the Chicago Field Museum; the Xerox Olympic Spirit Attraction, Toronto; the Chicago Navy Pier; and major feature films such as "Jurassic Park III," "A.I. Artificial Intelligence," "The Perfect Storm," "Deep Blue Sea," "The Lost World: Jurassic Park" and "Terminator 3." Other projects have included the Super Sea Creature Show in Korea; Underwater World in Australia; The Thomas Edison Museum in Kamakura, Japan; the Guggenheim Museum in Berlin and New York; the new Abraham Lincoln Library & Museum in Springfield, IL; the Toyota Engineering Theater at the Detroit Science Center; the Time Machine 72-seat large screen motion simulator attraction in Suzhou, China; the Fair Oaks Dairy Adventure 68-seat motion simulator theater in Indiana; Atria Mall and Nirmal Mall in Mumbai, India; and major upgrades to motion simulator theaters at Futuroscope in France and Bavaria Filmworks in Germany, to name a few.

MediaMation is located at 2213 Border Avenue, Torrance, CA 90501. For more information, call 310-320-0696; fax 310-320-0699. The email address is Danj@mediamat.com. URL is www.mediamat.com.

ABOUT D&P

Design and Production Incorporated (D&P), is a full-service provider of custom, museum-quality exhibit fabrication and media and lighting systems integration, founded in 1949. D&P's work is produced by its full-time staff of 100 professionals in a modern, 147,900 square-foot facility located in the metropolitan Washington, D.C. area.

D&P specializes in producing and installing large, multi-discipline exhibitions, high-end casework and A/V presentation environments for museums, science centers, visitor centers and corporate facilities. Working closely with design and client teams from all over the globe, D&P produces projects of exceptional creativity, technical mastery, environmental sensitivity and fiscal responsibility.

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