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**CONTACT: Dan Jamele**  
**Booth # 868 IAAPA**

**Special to IAAPA 2010 – Orlando**

**MEDIAMATION IAAPA 2010 NEWS:**

- **INTRODUCING . . . EXCITING NEW X4D™ MOTION EFFECTS CINEMA SEAT SERIES... BREAKTHROUGH IN COST EFFECTIVENESS AND PRICE POINT**
- **MMI VIRTUAL FOUNTAIN™ SOFTWARE: NEW UPGRADES ENHANCE PERFORMANCE**

**Orlando, FL . . .** Continuing to build upon its long-standing reputation for creating cost-effective, user-friendly solutions for the amusement, theme park and museum exhibition industries, MediaMation, Inc. (MMI), a next-generation, interactive attraction technologies company, makes two announcements at IAAPA 2010: 1) The introduction of a new line of X4D™ Motion Effects seating... the new Cinema Seat series. 2) Further enhancements to the company's proprietary Virtual Fountain™ software.

Entering its 20<sup>th</sup> year in business with hundreds of high-profile projects to its credit, MMI has contributed a myriad of cutting-edge technological products and services to world-class theme parks, museums, exhibitions, elaborate fountain installations, FECs and major motion pictures throughout the globe.

## **NEW X4D™ MOTION EFX CINEMA SEATS GIVE OPERATORS EXPANDED OPTIONS**

MediaMation's signature X4D™ EFX Attraction seats continue to sell briskly, with 12 projects sold/installed in 2010. Branching out from this success, MMI is now offering an additional version of this popular product that caters specifically to cinema operators, exhibits, attractions and home theater aficionados. Noteworthy features of the X4D™ Motion EFX Cinema Seats include the following:

- 1) Spotighting a patent-pending design, these modular cinema seats are available in different fabrics and colors that can compliment a theater's design. (Certain volume requirements apply)
- 2) New cinema seats have their own independent motion and can interlink to other adjoining Cinema motion EFX seats.
- 3) Because the seats themselves do not contain valves, cylinders or motors, they instead run through a distributed power unit that can operate multiple seats as needed. Seats can be powered via electric, pneumatics or hydraulics, depending upon the venue.

Obviously, the above options offer significant benefits to cinema, home theater and other specialized venue owners, translating into greater flexibility in design, layout and shape of a given theater. Meanwhile, for situations where seat transducers/rumblers and 2DOF are more than enough special EFX action to get the job done, the slightly reduced motion pays off in accommodating significantly higher seat density. This scenario means operators can fit in more motion EFX seats for any given theater venue, thus admitting more people per show. The increased number of patrons can result in greater revenues for the attraction overall.

For customers who desire more expansive effects, (i.e., pokers, air and neck blast, water blast and scent) these EFX are available as add-ons. MediaMation's new X4D Motion EFX Cinema seats are sold separately, or as part of their popular turnkey 4D motion effects

theater package, which also includes projectors, screens, show control, audio installation and programming. Production scheduled for Spring 2011. Contact MMI for pricing.

### **MEDIAMATION'S VIRTUAL FOUNTAIN™ SOFTWARE OFFERS ENHANCED FEATURES**

Making its auspicious debut only two years ago at IAAPA 2008, MMI's proprietary Virtual Fountain™ software has proven itself to be a real “game changer” in the highly competitive fountain arena. Now, there is no need to commission multiple renderings from an animator -- Virtual Fountain™ allows you to explore a whole host of design options with a few clicks of the mouse.

For readers who are not familiar with the capabilities of the software, the program greatly assists fountain companies, designers, architects and programmers to not only “lay out” all show/display data -- including fountains, nozzles, music and lights -- but also to play the shows back in real time. Allowing fountains to be pre-programmed from a remote location, 3D presentations generated by Virtual Fountain™ can be viewed from multiple perspectives -- top, bottom, side, etc. -- and emailed to co-workers, clients and prospective customers.

MMI continues to improve on this already powerful program by endeavoring to add upgrades on a regular basis. At IAAPA 2009, upgrades included the ability to import 3D objects representing buildings; create custom shaped multi-jet nozzles; implement sway, elevation, and rotation features, plus other useful options. Now, at IAAPA 2010, multiple enhancements include: 1) compatibility with the Windows™ 7 Operating System; 2) a user interface that is even easier to navigate; 3) The ability to create innovative “gravity on water” simulations such as fog, mist and waterfalls.

MMI is an industry leader in fountain technology and choreography, with multiple projects which have included elaborately colored, musical dancing fountains for Bacardi Headquarters in Bermuda; the Centennial Olympic Park - Ring of Fountains in Atlanta; the “Vida”

spectacular in South America; the Monte Casino Fountain in South Africa; the Ferrari World Fountains in Abu Dhabi; the landmark fountain at the Puerto Rico Convention Center and many other prominent projects. MMI's Virtual Fountain™ software with 2010 upgrades is available now, contact MediaMation for pricing.

**About MediaMation, Inc: Founded in 1991, MMI has contributed its unique, world-class technologies and formidable expertise to a string of high-profile projects. These include a major Orlando, Florida, theme park; Universal Studios-Hollywood; Legoland in Germany and the Legoland Discovery Centres in the U.S.; the new Toyota Engineering Theater at the Detroit Science Museum; The Houston Space Center Museum; the Marian Koshland Science Museum; the Xerox Olympic Spirit Attraction, Toronto; the “World of Coca-Cola Pavilion,” Atlanta; the Museum of Jewish Heritage, Manhattan; the Guggenheim Museum in Berlin; The Chicago Field Museum and the Abraham Lincoln Library & Museum in Springfield, IL. Other projects include Underwater World in Australia; the Time Machine large screen motion simulator attraction in Suzhou, China; the Fair Oaks Dairy Adventure theater, Indiana; and major upgrades to motion simulator theaters at Futuroscope, France; Lotte World, South Korea; Atria Mall, India; and Bavaria Filmworks, Germany.**

MediaMation is headquartered in Torrance, CA. For more information, call 310-320-0696; fax 310-320-0699. The email address is danj@mediamat.com URL is www.mediamat.com

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