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MEDIAMATION, INC. ASCENDS TO NEW HEIGHTS OF VIRTUAL REALITY WITH SOARING VR THEATRE AND REAL-TIME MX4D® GAMING PLATFORM, "REACTIVr™"

Prototypes of Both Products to Debut at IAAPA 2015 in Orlando

Torrance, CA . . . (November 9, 2015) -- Veteran interactive technology house, MediaMation, Inc. (MMI) (www.mediamation.com) is readying to do battle for market share in the emerging Virtual Reality (VR) technological revolution. The forward-thinking company, known for its sophisticated 4D motion EFX theatres (now branded as MX4D® or MX5D®) will premiere two new Virtual Reality offerings at the attraction industry's keystone event, IAAPA 2015, later this month in Orlando, FL.

REACTIVr™ (Reactive VR) Networked Gaming Platform

Housed in an ATV-themed vehicle for demonstration at IAAPA 2015, MediaMation's proprietary REACTIVr™ (Reactive VR) offers the first of its kind, multi-player interactive Virtual Reality full motion experience. This innovative technology elevates the user's experience to a new level by allowing the ATV driver to travel anywhere throughout the arena while the passenger operates the various tools. Shooters try to score the most points and pass through the scoring targets. The ATV realistically reacts to bumps, hazards, terrain, and other motion and effects game elements in real-time as opposed to running a pre-set program. Geared towards all ages, the fun, simple and realistic "game play" allows multiple two-player units to challenge each other on the playing field for more than a simple "shooting gallery" experience.

This networked, VR-based MX4D® adventure utilizes actual physics data gleaned from on-screen scenarios (driving on gravel, barreling over hills, motoring through water puddles, etc.) to create a highly-immersive interactive gaming experience with the expected Virtual Reality 360 degree vantage point for each player. In short, MMI's physics engine reacts to the game as it progresses, and applies the appropriate simulated response, providing riders with an accurate sense of motion and overall

realism. Each vehicle has an integrated motion platform (pitch, roll and heave) along with other MX4D® effects all tied to the in-game action -- air and water blasts, wind, scents, neck ticklers and more.

The REACTIVr™ unit will be available in two-passenger MX4D® themable pods, with the capability of up to eight pods networked for competition. With the first turnkey iteration presented at IAAPA 2015, upgrades and enhancements to this next-generation technology are already planned for 2016 and beyond.

<p align="center">**Soaring Theatre/"Soaring VR Experience"**</p>

With soaring or "flying" theatres taking off in popularity, MMI -- in conjunction with 3DLive -- introduces its own soaring theatre utilizing its standard production "Ultra Series" benches in a unique moving platform configuration that doesn't need the large infrastructure and mechanics employed by competitors' systems. Expanding on MediaMation's MX4D® motion EFX seats, the Ultra Series seats feature a thrilling extreme range of motion, with "feet dangling" for a more exhilarating and immersive aerial simulation.

The "Soaring VR Experience" showcases all the exciting features of the MediaMation Soaring Theatre with an added twist of heightened realism. The Ultra Series seats' exciting acrobatic motions are combined with Virtual Reality headsets for an awe-inspiring 360 degree "in flight" perspective. Both the Soaring Theatre and the "Soaring VR Experience" will be available to demo at IAAPA 2015.

ABOUT MEDIAMATION, INC. – For more than 24 years, MediaMation has provided innovative and visionary technological solutions to the entertainment market. MediaMation is an interactive technology company and a worldwide, leading supplier and manufacturer of patented technology for 4D/5D motion EFX theatres and seats. Besides its MX4D® Motion EFX technology and seats, MMI designs and implements creative solutions for corporate projects, complex shows, rides, exhibits, fountain shows, etc. for theme parks, zoos, aquariums, retailers, museums, cinemas, and FECs. From concept to design to installation, MediaMation provides turnkey solutions to creating state-of-the-art 4D theatres and themed environments. For more information, visit www.mediamation.com, call 310.320.0696 or email: sales@mediamation.com