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At IAAPA 2014 in Orlando contact:

Dan Jamele, CTO

Alison Jamele, President

Booth 254

In Los Angeles area: Deborah Brown, independent media liaison

DBrownwrite@yahoo.com 714.239.6035

Special to IAAPA 2014

MEDIAMATION, INC. UNVEILS TWO NEXT-GENERATION PRODUCTS AT IAAPA 2014:

- **“Game-Changing” Virtual Reality 4D Interactive Prototype Utilizing Oculus Rift**
- **Patent-Pending MX4D Seat Arm Rest Option for Enhanced Effects and Overall Cost Savings**

ORLANDO, FL . . . November 18, 2014 -- Industry-leading interactive technology house MediaMation, Inc. (MMI) (www.mediamation.com) of Torrance, CA debuts two major innovations at IAAPA 2014 which have the potential to “shake up” the motion EFX theater industry and boost the bottom line for attractions across the globe. The first, a Virtual Reality 4D interactive prototype, is believed to be the first gaming system of its kind to integrate MediaMation’s 4D Motion EFX seats with the widely heralded Oculus Rift Virtual Reality Technology and an interactive gaming controller. The second innovation – a patent-pending arm rest option for MMI’s 4D Motion EFX seats – is designed to enhance the patron experience while resulting in an overall cost savings to operators for theater installation and maintenance.

Virtual Reality 4D Prototype

Featuring custom interactive content by MMI created in collaboration with a RUST LLC interactive content development team, the Virtual Reality 4D prototype will be displayed at MMI’s booth 254 and poised for mass manufacturing and shipment once the consumer version of the new oculus rift virtual reality “motion tracking” headset (CVI) is released – anticipated by many sources to be Q3 of 2015. MediaMation – a veteran, multi award-winning company which has garnered numerous technology-oriented IAAPA, TEA (Themed Entertainment Association) and other accolades throughout its nearly 25-year history, believes its new immersive gaming system will indeed be a “game-changer” for many attraction operators looking for an edge as they continually compete for

discretionary entertainment dollars. The MMI 4D Virtual Reality interactive system will allow a network from two to 200 players to interact with the action and one another in a “really cool gaming experience,” observes MMI CTO and founder Dan Jamele. “The ‘out-of-the-box’ oculus rift technology, combined with our popular 4D EFX seats and user-friendly gaming controllers, will elevate the gaming experience to a new plane. We at MediaMation envision attraction owners setting up ‘pods’ in a room where this new gaming experience can be installed and enjoyed by kids and adults alike.”

Patent-Pending Arm Rest Option for MMI’s 4D EFX Seats

In keeping with the company’s ongoing mission to offer cost-effective, user-friendly solutions to attractions and cinemas throughout the world, MediaMation will be offering a ‘sneak peak’ of its first generation, patent-pending arm rest option for its MX4D seats. The special arm rests have the capability to emit wind, air blasts, water blasts, and scent effects on cue to MMI’s 4D motion EFX seat programming. This arm rest innovation essentially replaces the need for setting up a network of fans throughout the theater that would traditionally serve the purpose of helping create these effects.

According to Jamele, operators who purchase this arm rest option will likely save money in overall theater installation costs due to no more need for effects fans, their maintenance or the energy expenditures to run them. Meanwhile, valued patrons – whether sitting in row 2 or row 15 – will enjoy a more uniform, and thus, enhanced, immersive entertainment experience via the special arm rests.

About MMI

MediaMation, Inc. is an interactive attractions technology company and a leading international supplier and manufacturer of 4D/5D motion EFX theaters and seats. For more than 20 years, the company has designed and implemented creative solutions for theme parks, museums, science centers, aquariums, FECs, and interactive rides, shows, and exhibits based on their award-winning software and hardware products. MediaMation’s core offerings, besides its motion EFX product lines, range from system integration, audio/video, lighting, robotics, motion simulation and computer control to innovative engineering involving show action and control, including elaborate fountain choreography. www.mediamation.com www.x4dexperience.com General phone: 310-320-0696.

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