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MEDIAMATION VP/CTO DAN JAMELE SHARES EXPERTISE ON NEXT-GENERATION IMMERSIVE CINEMA

**Noted Technology Innovator Maintains “Content and Commercialization of the Headset” is
Key to Wide-spread Adaption of Virtual Reality (VR) in Hollywood Movies.**

Torrance, CA (November 18, 2015) – Accomplished technology inventor and multiple patent-holder Dan Jamele joins a loud chorus of entertainment industry voices in forecasting that the key to the future of VR/AR (Virtual Reality/Augmented Reality) in Hollywood movies, attractions and other out-of-home venues is the “quality of content” and “commercialization of the actual headset.”

Jamele is co-founder and VP/CTO of veteran interactive technology house, MediaMation, Inc., based in Torrance, just outside Los Angeles. His company is making its mark in the burgeoning immersive “4D” movie space, with the success of its MX4D® branded theatres in China, Japan, Mexico, Colombia, as well as in the United States. MediaMation is also introducing its proprietary, networked VR-based “REACTIVr™” (Reactive VR) MX4D® technology platform to the attractions industry at the IAAPA 2015 trade show currently underway in Orlando.

While speaking on a panel, “Immersive Cinema in Out of Home: From Theme Parks to Movie Theaters and Amusement Parks,” at the popular industry forum, “Digital Hollywood,” Jamele noted the entertainment and attraction industries have been anxiously waiting on VR pioneer Oculus Rift (owned by FaceBook) to release their consumer-oriented headset – now expected in Q1 2016. Current VR headset prototypes in circulation are often criticized for being heavy, “buggy,” uncomfortable and impractical for wide-spread use.

Simply stated, “Virtual Reality” (VR) can be described as a new technology that allows an entertainment consumer to “see” and “experience” (via a special headset) a manufactured “fantasy” and scripted

environment, including characters, in a realistic 360 degree view. The technology, still in its infancy, is currently most prominent in gaming, but is expected to expand into mainstream attraction and cinema markets if the right combination of content and accessible, cost-effective technology is made available.

With movie box-office receipts in overall decline the last few years, Jamele sees the challenge for the cinema exhibition industry is to make the movie theater experience “big and exciting” enough to get people “out of their homes” and into the cinema. “Kids are more sophisticated now than they were 10 to 20 years ago,” he says. “They are harder to impress. They seem to want to watch things on screens that are smaller and smaller.”

He agrees with most cinema industry observers that there is a need to create an immersive, bigger-than-life experience that kids (usually referring to teens and Millennials) can’t get at home.

Emphasizing the importance that Oculus Rift “get it right,” Jamele maintains that the demands of the cinema exhibition industry for a sturdy, less obtrusive and streamlined VR headset that is easily cleaned and circulated is crucial to the success of the VR format in cinematic venues. He also agreed with other panelists that the quality and marketability of VR content to avid movie-goers is just as important as a viable headset to the ultimate mainstream adaption of this format.

Jamele shares the growing belief that eventually, VR will be combined with 4D motion EFX (moving seats, wind, water sprays, and other effects) to create a more realistic and immersive movie-going experience than ever before.

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 complex shows, rides exhibits, fountain shows, etc. for theme parks, zoos, aquariums, 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, www.MX-4D.com, call 310.320.0696 or email: sales@mediamation.com

Media Inquiries Contact:
Deborah Brown, Independent Public Relations Liaison
For MediaMation, Inc.
pr@mediamation.com
vmail: 714.239.6035
office: 310-320-0696