



For immediate release:

NEW 2015 SONY BUSINESS SOLUTIONS & MEDIAMATION PARTNERSHIP BREWS WINNING 4D FORMULA IN JAPANESE CINEMA MARKET

TOHO Cinemas, Nation's Largest Theatre Chain, Orders Eight MX4D® Theatres

Torrance, CA (December 17, 2015) - Building on the success of its initial MX4D® installations in TOHO Cinemas LaLaport Fujimi, TOHO Cinemas Roppongi Hills, and TOHO Cinemas Shinjuku in early 2015, Sony Business Solutions Corporation and U.S. 4D cinema innovator MediaMation, Inc. (MMI) announce eight upcoming MediaMation MX4D® motion EFX theatre installations for TOHO Cinemas, Japan's largest theatre chain. All eight installations, ranging from 72-seat to 112-seat configurations, are scheduled to start opening.

Sony Business Solutions became the exclusive distributor of MediaMation MX4D® Motion EFX cinema theatres in Q1 2015. Japanese movie-goers have enthusiastically embraced the MX4D® format, with two of the three initial TOHO Cinemas theatres shooting to the top of the box office stats of 4D in Japan shortly after opening their MX4D® screens in April 2015.

The eight new TOHO Cinemas venues scheduled to debut include: Nishinomiya OS, LaLaport Funabashi, Namba, LaLaport Yokohama, Utsunomiya, Konan, Kawasaki and Niijo.

Remarking on the rapid expansion of MX4D® in the Japanese cinema market, MMI VP/CTO Dan Jamele observed: "We are encouraged by the early and continuing success of MX4D® in the Japanese market. Sony Business Solutions has been great to work with and has the connections and expertise to deliver exceptional service to the Japanese Cinema market and in particular, to TOHO Cinemas. We look forward to working with other cinema chains in that nation to include MX4D® theatres in their operations in the not-too-distant future."

MX4D® is MediaMation's uniquely branded "4D" pneumatically driven motion EFX seating system. In general, 4D refers to an emerging "immersive" cinema technology which allows movie-goers to

experience big Hollywood “blockbusters,” as well as locally produced major films, in a new way via the addition of moving seats, air/water blasts, leg/neck ticklers, fog, seat/back pokers, seat rumblers and other special effects that emanate from specially designed theatre seats, or from inside the theatre itself. Unlike amusement park rides, where non-stop action is expected, 4D cinema technology is more nuanced. It is active during an average 25 to 30 percent of any given movie. MX4D® is designed to enhance the action on-screen in the theatre for a more realistic and exciting movie-going experience.

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

ABOUT SONY BUSINESS SOLUTIONS CORPORATION - Sony Business Solutions Corporation is a subsidiary of Sony Corporation, providing optimized solutions to the B2B customers in Japan. With Sony Business Solutions Corporation’s state-of-the-art technology and products, it covers a vast amount of B2B customers such as broadcast, digital cinema, education, sports stadiums, governmental entities, medical, retail and more. It offers “one-stop” solutions to those customers, including system consulting, system design, integration, after service and support.

About TOHO Cinemas Ltd.-TOHO Cinemas is an exhibiting company that provides latest entertainment with a wide-ranging and diverse lineup including films, concerts, live stage performances and public viewing for sports through 67 theatres consisting of 626 screens* nationwide. More information on films and services can be found at www.tohotheater.jp

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