

PRESS RELEASE - FOR IMMEDIATE RELEASE

**MEDIAMATION TEAMS WITH THE MARKET LEADERS IN 3D TECHNOLOGY
FOR IAAPA 2011!**

**MEDIAMATION ROLLS OUT A NEW OR UPGRADED 4D/5D THEATER TWICE A
MONTH, 24 - X4D™ THEATER INSTALLS/UPGRADES IN 2011**

**FOUNTAIN SHOW SPECTACTULARS DESIGNED BY MEDIAMATION
USING THEIR PROPRIETARY VIRTUAL FOUNTAIN® SOFTWARE**

November 11, 2011 (Orlando, FL - IAAPA) MediaMation is proud to showcase two turnkey theater venues to view the X4D™ Experience at IAAPA. Attendees can demo the best in 3D/4D/5D technology by visiting the nWave Pictures Booth #5147 and the MediaMation Booth #654, both featuring screens by Severtson, DCI projectors by NEC, 3D technology provided by RealD, the world leader in single projection 3D displays, and the best in 3D/4D film content provided by nWave Pictures, offering compelling and high-quality film libraries, for a 4D/5D experience like none other!

MediaMation, Inc. has seen incredible growth in 2011 with 24-X4D™ Motion EFX turnkey theater installations or upgrades to existing 4D theaters, averaging two per month and doubling their installations from a year prior. With the popularity of 4D/5D exploding in the attractions arena, MediaMation is by far a leading provider working with major theme parks, retail attractions, museums, aquariums, and FEC's worldwide. In 2012 MediaMation will be launching the X4D™ Experience into the cinema marketplace in addition to the continued growth within the attractions industry. Boasts the company's President, Alison Jamele, "MediaMation is experiencing growth from the inside out with an increasing number of 4D/5D theaters, interactive attractions, fountains and new roads into the cinema marketplace. Our highly gifted staff of innovators has allowed us to surpass our expectations!"

(MORE)

4D/5D is the next wave of movie-going experience, especially popular among attraction venues. MediaMation uses an air-pneumatic technology to drive the X4D Motion Effects seats providing a less expensive alternative to electric or hydraulic power. Effects provided for in the seat include seat transducer, seat and back vibrators, leg and neck ticklers, air and water blasts, scent; and atmospheric effects rain, snow, wind, fog, mist, bubbles and strobes. The turnkey theaters include projection, screen, sound, a/v, show control and systems integration, seating, effects, installation and maintenance.

This past year MediaMation installed X4D™ Motion EFX Attraction Seating and turnkey 4D theaters in the following large attractions: Legoland Discovery Center in Grapevine, TX, with Atlanta and Kansas City in development.; Ripley's Believe it or Not in San Antonio, Gatlinburg and Niagara Falls with more planned for the East Coast; Museo De Cera in Mexico; Royal Saudi Air Force Museum, iPlay America indoor theme park in New Jersey; Air Zoo of Kalamazoo, Siam Ocean World Aquarium in Thailand, and FEC's across the globe including Canary Islands, Czechoslovakia, Germany, and Catalina Island, CA.

Another interactive attraction technology invention of MediaMation's is Virtual Fountain™, which allows spectacular fountain shows to be pre-programmed, simulated on a screen in 3D and demonstrating exact colors, intensity, shadows, lighting and sound of the fountain show, prior to installation. Additional shows can be programmed to new music remotely from the MediaMation offices in Torrance, CA and sent via a file over the internet directly into the VidShow™ controller on-site. MediaMation is proud to highlight two such projects in 2011 – Scioto Mile Fountain in Columbus Ohio's newly designed Bicentennial Park, in conjunction with Fantastic Fountains; and at Orlando's Lake Eola, the newly renovated city waterfront park, in conjunction with Freeport Fountains. sComments Jon Vollet, managing principal, Freeport Fountains, "This is yet another of many successful choreographed fountain collaborations with MediaMation for Freeport Fountains".

About MediaMation – MediaMation, Inc. is an interactive attraction technologies company and a worldwide, leading supplier and manufacturer of 4D/5D motion EFX theaters and seats. For over twenty years the company has designed and implemented creative solutions for theme parks, museums, science centers, aquariums, FEC's, and interactive rides, shows and exhibits based on their award-winning software and hardware products. MediaMation's 20+ year of experience ranges from integration, audio/video, lighting, robotics, motion simulation and computer control to innovative engineering involving show action and control. www.mediamation.com www.x4dexperience.com

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