



## PRESS RELEASE

### **MEDIAMATION TO PROVIDE A TURNKEY 4D THEATER FOR LEGOLAND DISCOVERY CENTRE IN YONKERS, NEW YORK**

June 19, 2012 (Torrance, CA) - Merlin Entertainments' LegoLand Discovery Centre brand (LDC) has selected MediaMation to install a 4D theatre in the just announced Yonkers, New York location (Spring 2013), a first for the East Coast. MediaMation will again work closely with German design firm Entertainment Resources on the project.

The LDC location will be at the recently completed Westchester's Ridge Hill shopping complex. The Lego® 4D Cinema will include a 98-seat theater with custom seats and effects to include wind, rain, lightning and snow. In addition, MediaMation's turnkey theater includes installation and integration of the lighting and 16-channel sound system as well as 3D digital projection, show control and integration. To date, MediaMation has installed 4D theater technology in all four U.S. LegoLand Discovery Centres located in Chicago, Dallas/Ft Worth, Atlanta, and Kansas City.

"We have enjoyed our long-standing relationship with LegoLand Discovery Centre brand and Merlin Entertainments Group and look forward to future collaboration on visitor attractions," states Alison Jamele, President, MediaMation. "LDC's 4D theaters are such a hit with the young children. It's a genuine thrill for them to watch their favorite Lego® branded characters come to life in the custom animated film while being completely immersed with atmospheric effects. The snow is the best surprise for the kids!" LegoLand Discovery Centre will be launching a brand new custom 4D film in all locations by Spring 2013.

**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 core offerings besides the X4D® Motion EFX product lines include systems integration, audio/video, lighting, robotics, motion simulation and computer control to innovative engineering involving show action and control. [www.mediamation.com](http://www.mediamation.com) [www.x4dexperience.com](http://www.x4dexperience.com)

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*Proposed design – existing LegoLand Discovery Centre - Atlanta*