



PRESS RELEASE

MEDIAMATION CROSSES OVER INTO THE CINEMA MARKETPLACE SUPPLYING MEXICO'S CINEMEX, THE 6TH LARGEST CINEMA CHAIN IN THE WORLD, WITH 15 X4D® MOTION EFX THEATERS

The first of 15 - 250+ seat X4D® Motion EFX theaters featuring 3DOF motion, seat transducers, pokers, leg and neck ticklers, air and water blasts, wind, strobes, fog and scent, opens January 25, 2013 in Mexico City.

X4D® launches full-length 4D feature film slate with HANSEL AND GRETEL: WITCH HUNTERS (Paramount)

January 24, 2013 (Los Angeles) - U.S. based MediaMation, leading supplier of 4D/5D technology to the attractions industry, has crossed over into the cinema marketplace supplying Mexico's Cinemex, the world's 6th largest chain, with a roll-out of X4D® Motion EFX theaters, and programming of new feature film releases with the major U.S. film studios and distributors.

Cinemex, a leading cinema chain in Mexico, has selected MediaMation to provide 15 – 250+ full-auditorium installs of the X4D® Motion EFX Attraction Series seats, with full motion and effects, joining the wave of new immersive experiences at the cinema. Cinemex plans to launch one cinema per month beginning with their flagship Cinemex Santa Fe site, located in the Metropolitan area of Mexico City, on Friday, January 25, 2013, followed by Cinemex Mundo E and Cinemex Aragón.

“Cinemex is extremely excited about our agreement with MediaMation to bring 4D technology to our cinemas in Mexico. We selected the X4D® Motion EFX experience for its exceptional performance as MediaMation is a trusted innovator in this field for over 20 years,” remarks Rolando Maggi Saez, Operations. “The Mexican audience is fanatical over 4D and our intent is to eventually expand to all of our locations in Mexico.”

The X4D® feature film slate for Mexico will launch with HANSEL AND GRETEL: WITCH HUNTERS, distributed by Paramount Pictures, followed by at least one new release per month with select films from all the major studios.



1 - Cinemex Santa Fe 260-seat X4D Theater



“Our first X4D® programmed feature film, HANSEL AND GRETEL: WITCH HUNTERS, from Paramount Pictures, is a fantastic film to launch,” states Alison Jamele, President of MediaMation. “The action sequences will be highlighted with motion, pops, tickles, vibration, wind, mist, fog, strobes and scent, to make you feel as if you are truly in the scene. Cinema-goers are going to love the extra dimension and depth of the films they are watching in X4D®.”

The X4D® Motion EFX Experience uses air pneumatics to control the motion (side to side, front to back, up and down) and effects in the seat and auditorium for a fully immersive experience which include an array of experiences, from powerful seat transducers - subwoofers under each seat that react to the soundtrack of the film, to seat poppers and pokers, air and water blasts, leg and neck ticklers, wind, strobe, fog and even scent. The motion and effects are meticulously programmed frame by frame to match the exact action of the film.

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, exhibits and now cinemas, 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 www.x4dexperience.com

About Cinemex - Cinemex is the second leading cinema chain in México and the sixth largest cinema chain worldwide, with 216 sites, 1,938 screens and continued growth within Mexico. Founded in 1995 with the intent to revolutionize the movie entertainment industry in Mexico, Cinemex began installing multiplexes and stadium-style seating with the primary focus of attending to the guests every need. Today Cinemex continues to offer innovating concepts in cinema-going including Platino Cinemex and Cinemex Premium, state-of-the-art theatres equipped with luxury seating and first-class dining, Cinemex 3D, and our newest concept – the 4D experience. At Cinemex, being the best in entertaining our guests is our main goal. <http://www.cinemex.com><<http://www.cinemex.com/>>

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