



PRESS RELEASE – FOR IMMEDIATE RELEASE

## **MEDIAMATION LAUNCHES X4D MOTION EFX CINEMA SEATS INTO THEATRICAL MARKETPLACE**

### **4D/5D CINEMA - THE NEXT WAVE IN THE MOVIE-GOING EXPERIENCE**

May 5, 2011 (LOS ANGELES, CA) - MediaMation, Inc., a leading interactive attraction technology company, launched to the cinema and studio market their new X4D Motion Effects Cinema Seat Series at the inaugural CinemaCon 2011 conference and tradeshow held March 28-31, 2011 in Las Vegas for exhibitors and studios.

“Our goal is to bring the 4D/5D experience typically seen in theme parks, to the movie-going experience in theaters,” states Alison Jamele, President of MediaMation. “We’ve seen the success in the attractions industry and feel the time is right for a shift into a more immersive experience in the cinema marketplace.” As a result, MediaMation will be rolling out 4D/5D theatres into theater chains worldwide as soon as this summer. Look for more announcements soon on exhibitor locations.

On the heels of their successful X4D Motion EFX Attraction seats installed worldwide in theme parks, museums and attraction venues, MediaMation has developed a modular, patent-pending design that greatly reduces the complexity, maintenance and cost compared to other seats on the market today. The X4D Motion EFX Cinema Seats are designed with 2 Degrees of Freedom that allows for a fluid motion of side to side and back to front tilts. Each seat comes standard with built-in seat transducers (vibrators) and air blasts, with optional effects including leg ticklers, neck ticklers, back and seat pokers, and scent. Entire theaters can be made interactive by installing atmospheric effects such as rain, mist, fog, snow, strobes and wind.

“Utilizing our award-winning ShowFlow™ software, our motion control specialists program the motion of the seats, and the effects, to match the exact movement on the screen,” states Dan Jamele, MediaMation’s VP and CTO. “This same technology will soon be crossing over into the gaming industry for home use when MediaMation releases the X4D Home Theater Seat for 4D movies and games at home.”

More information can be found at [www.X4DExperience.com](http://www.X4DExperience.com) and [www.mediamation.com](http://www.mediamation.com).

###

Media Contact: Tracy Balsz/IndieMarketing 323.428.9075 [tracy@indiemarketing.com](mailto:tracy@indiemarketing.com)