

WHAT'S HAPPENING AT...

# MEDIA *Mation*

INTERACTIVE ATTRACTION TECHNOLOGIES

THE NEWSLETTER OF MEDIAMATION, INC.

FALL 2011

## **MEDIAMATION LAUNCHING THE 4D/5D EXPERIENCE IN CINEMAS AROUND THE WORLD!**

X4D™ Motion EFX Cinema Seats create the perfect combination of exciting attraction motion, 4D special EFX, motion simulator and affordability, designed specifically for the cinema experience. Utilizing pneumatics, or air driven technology, rather than expensive hydraulics or expensive electrical actuators, the X4D™ Motion EFX Cinema Seats provide 2 DOF (degrees of freedom) motion-base action coupled with the latest 4D special effects. Standard effects include a seat transducer, created by powerful subwoofers under the chair cushion modulated for intensity, and front air wind that provides an atmospheric effect surrounding the seat. Additional effects can include leg and neck ticklers, water blasts, pokers, fog, mist, rain, snows bubbles, strobes and scent.



**4D**  
Motion EFX Experience

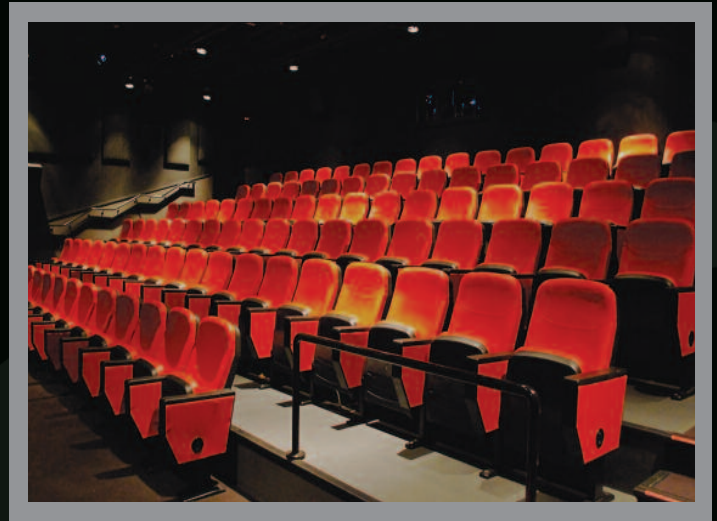
## **COMING SOON TO A CINEMA COMPLEX NEAR YOU!**

# MEDIAMATION ROLLS OUT A NEW OR TWENTY-FOUR X4D™ THEATER INSTALLS/UPGRADES IN 2011!

## U.S. INSTALLATIONS:

### LEGO LAND DISCOVERY CENTERS

On the auspices of Entertainment Resources, GmbH and Merlin Entertainments Group, MediaMation was once again retained to supply its theater seats and show control technology to outfit their Centers. Upon their U.S. debut in 2008 at the Shops at Woodfield Mall in the Chicago area, as part of Merlin's continued U.S. growth strategy, LegoLand Discovery Center opened at The Grapevine Mills Mall in Dallas, Texas in March of 2011. Two more LegoLand Discovery Centers are in construction in Atlanta and Kansas City, MO and will open in Spring 2012. Using our static seats, the theater comes alive with atmospheric effects: wind, rain, snow, specialty lighting and surround sound, all controlled by MediaMation's award-winning ShowFlow® and VidShow™ software and hardware.



### RIPLEY'S BELIEVE IT OR NOT

Believe it or Not, but Ripley's 4D Moving theaters are a hit with audiences everywhere. MediaMation was contracted by Ripley's to retrofit their 4D/5D theaters in Gatlinburg, TN and Niagara Falls, Canada, earlier this year. They outfitted the mega conglomerate with an

upgraded A/V control with MediaMation Vidshow™ technology, along with an upgraded audio and 4D effects system. Partnering with RealD, MediaMation provided RealD 3D projection technology to give Ripley's existing theater a brighter look and better 4D experience. On the heels of these successful theater upgrades, Ripley's commissioned MediaMation to both design their A/V retrofit and install X4D™ Motion EFX theater technology into their new Ripley's Moving Theater in San Antonio, TX with complete projection, audio, 4D/5D seats A/V and lighting. In 2012, Ripley's plans on expanding their 4D theater locations on the east coast.

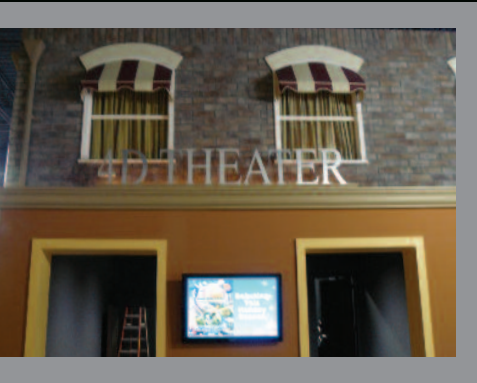
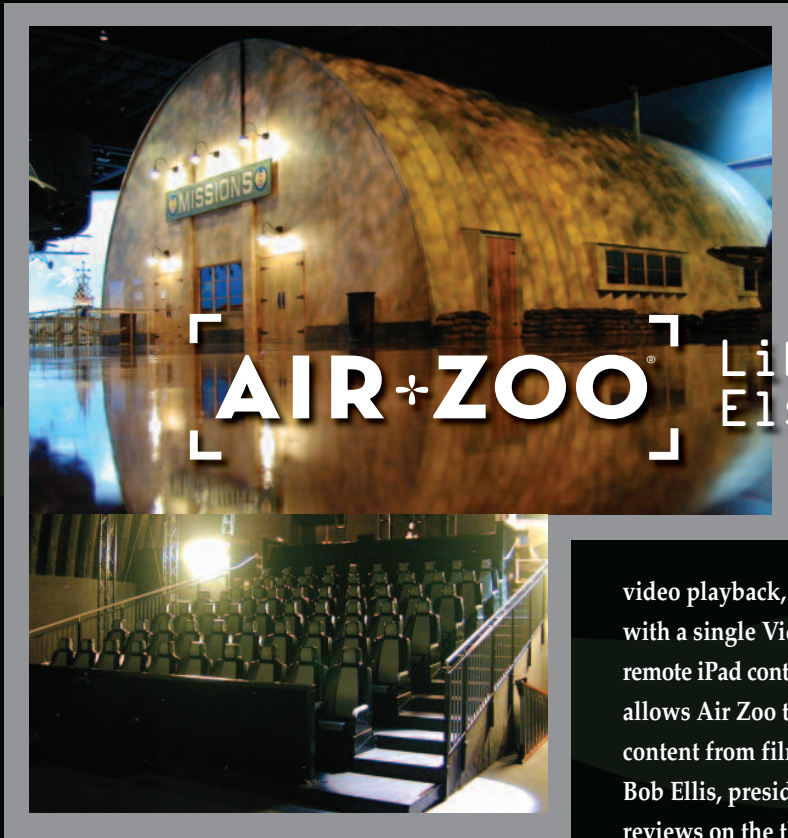


# UPGRADED 4D THEATER EVERY 2 WEEKS!

## AIR ZOO OF KALAMAZOO

After years of running their premier 4D theater, the Kalamazoo Air Zoo Museum wanted a more premium experience. Working with our partners RealD and NEC Digital Cinema, MediaMation removed the existing six-projector system and replaced it with a single NEC NC2000 projector and VidShow™ 3DHD controller. The improvement reduces operating costs, increases up-time and provides an image quality with more than double the brightness.

MediaMation also removed most of the existing audio, video playback, AMX Control, and lighting equipment, which was replaced with a single VidShow™ controller. New user interface graphics, including a remote iPad control system, new higher-contrast screen, and all new programming allows Air Zoo to not only show their original 4D experience, but also new content from film producer, *nWave Pictures*. The theater is a great success. Bob Ellis, president and CEO of Air Zoo says, " ...I have heard many positive reviews on the theater, no grumblings. I guess that means job well done."

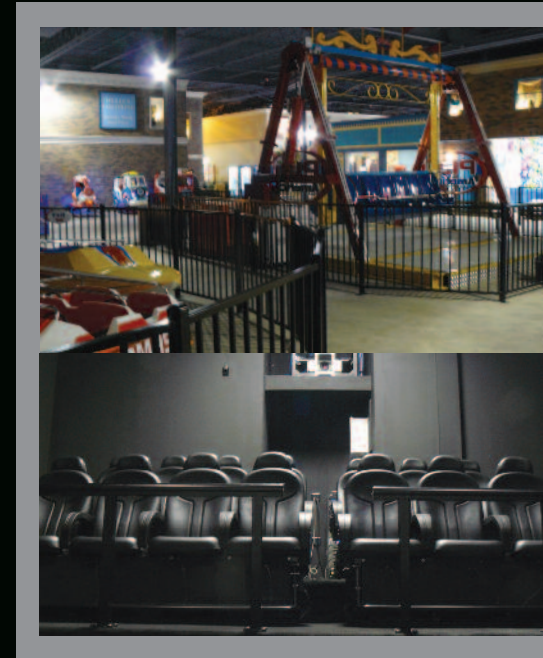


## CATALINA ISLAND, CA

Catalina Entertainment has added to their popular tourist destination a turnkey, 8-seat X4D™ Motion EFX Theater, featuring MediaMation's 3DOF Attraction Seats, A/V and projection system and a full array of seat and atmospheric effects such as water blast, bubbles, and strobe.

## iPLAY AMERICA, NEW JERSEY

New Jersey's premiere indoor amusement park unveiled a 16-seat X4D™ Motion EFX Attraction theater — a first for the East Coast. This turnkey install with standard Attraction Series seats with back pokers, seat poppers and scent built-in. The full effects turnkey theater features wind, rain, heat, snow, strobe and bubbles, as well as projection, screen, sound and lighting.



# INTERNATIONAL INSTALLATIONS:

## THE VAJE FANTASTICO DIMENSION REAL THEATER, PLAZA TELEMEX, CIUDAD JARDIN, MEXICO

MMI was once again contracted to provide another turnkey 20-seat X4D™ Motion EFX Attraction Theater in Mexico, exactly like the one at Museo de Cera installed the year prior in Mexico City. This new theater features VidShow™ controller using MediaMation's award-winning ShowFlow® software, projection and high end audio systems to open fall 2011.



## UPPLEX, CANARY ISLANDS

Four 8-seat X4D™ Theaters have opened in the Canary Islands. MediaMation is working with this entertainment company to provide an exclusive 4D experience.

These attraction seats include seat and back poppers with theater effects, wind and strobing. MediaMation also installed a surround sound audio system and the control software and hardware using ShowFlow® and VidShow™ to provide a one-button operation of the theater.

## ROYAL SAUDI AIR FORCE MUSEUM, SAUDI ARABIA

MMI is working with leading simulator and 3D attractions builder, Metropolis Entertainment, for the Royal Saudi Air Force Museum in Saudi Arabia. Installed a 24-seat X4D™ Motion EFX Attraction Seat turnkey theater standard (front air blast, water spray, leg tickler, neck tickler, seat transducer.)

## BAVARIA FILMSTADT STUDIO TOUR

As an attraction at Bavaria Filmstadt, studio tour, guests can take adventure to the next dimension - with a fast-paced tour in Michael Bully Herbig's snowboard movie, "Princess on the Run". MediaMation's X4D™ EFX Attraction Seats and atmospheric effects are featured in this multimedia theatrical experience that visitors will not soon forget!


## ELGUN, CZECHOSLAVAKIA

8-seat X4D™ Motion EFX Attraction Turnkey Theater with standard seats and atmospheric effects including strobe and bubbles.

# UPGRADES/MOTION PROFILE PROGRAMMING

*MediaMation continues their commitment to providing the best 4D experience possible with equipment upgrades and new programming of 4D films across the globe.*

## **SIAM OCEAN WORLD AQUARIUM, THAILAND**

Upgraded this theater using  RealD 3D and the VidShow™ 3D HD controller on a single Christie CP2010 Cinema Projector with a wide angle lens, replacing the four original Sanyo projectors and Watchout screen blending system. There is only one projector and bulb using RealD and the RealD system means no multi-projector alignment or light/color balancing needed, yet RealD enables brighter images than what was previously possible with the old system. Convenience and simplicity with a stunning best-of-class audience experience is the result.



## **CENTRE FOR LIFE SCIENCE, ENGLAND**

New movies and motion programming for this 3D theater experience as well as a new sound system. Next up an upgrade to their digital 3D system.

## **FUTUROSCOPE THEME PARK, FRANCE**

Converted the Dynamique Motion Theater to 3D digital.



# FOUNTAIN SHOWS

## SCIOTO MILE FOUNTAIN, COLUMBUS OHIO

### PARTNERING WITH FANTASTIC FOUNTAINS

MMI provided fountain control to the newly designed Bicentennial Park on Columbus Ohio's Scioto Mile. Thanks to MMI's Virtual Fountain™ Software everything was pre-programmed before installing on site.



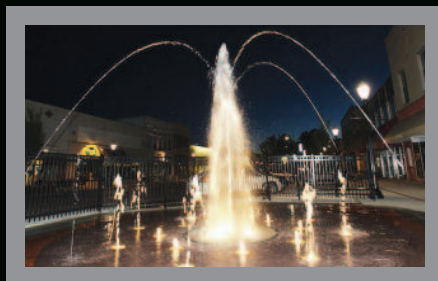
## LAKE EOLA, CITY OF ORLANDO

Partnering with Freeport Fountains, MMI programmed a fountain show for the reopening of this city's waterfront renovation. MMI provided fountain designers Freeport Fountains, with a 3D virtual presentation of the fountain before it was even installed thanks to Virtual Fountain™. Since the fountain was pre-programmed in MediaMation's shop in California, on-site programming time was kept to a minimum. Jon Vollet, managing principal, states, "We could not be more proud of our success in undertaking the massive restoration of this important landmark for the City of Orlando...This was made possible in part, by MMI's capable commitment to providing the controller hardware and show programming within the project's very tight schedule constraints...This is yet another of many successful choreographed fountain collaborations with MediaMation for Freeport Fountains." On the success of this fountain show, MMI was asked to do a second fountain show for Lake Eola. Our master choreographers were able to program the fountain in-shop, upload the program code to the on-site VidShow™ server via the internet and presto, a new show! No travel or onsite programming needed. The powers that be loved it at first sight. Truly virtual indeed!

## SUNDANCE WATER DESIGN, NEW MEXICO

Continuing in its long lasting relationship with MMI for over 10 years, fountain designer Sundance Water Design, has created incredible

water features and dancing fountains with MMI's MOE™ Controller (Multi Control Over Ethernet). Recently, the MOE™ moved fountain designs leaps and bounds with Sundance's pop and leap jets, that 'wow' audiences with an interactive musical fountain show like none other. The redevelopment of the city of Grand Junction, Colorado was revitalized, thanks to the MOE™ that provided the show control.



## HJC WATER FOUNTAIN EQUIPMENTS

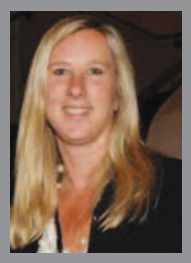
MediaMation trained the staff of HJC Water Fountain Equipment (China) on the use of the MediaMation Virtual Fountain™ software allowing them to program and install elaborate fountain shows in Asia. MediaMation's products are truly global.

## VENUS ENTERPRISES PTE LTD

Yet another Virtual Fountain™ success story, Venus Enterprises tapped MMI to provide software and training for their elaborate fountain show in Singapore. We trained their staff on MMI's user-friendly ShowFlow® Controller and Virtual Fountain™ Software.

## WELCOMING NEW FACES TO THE MEDIAMATION FAMILY!

*MMI is proud to have the industry's greatest marketing/sales duo helping to pave new pathways for MediaMation within the attractions industry and the new launch into the Cinema marketplace.*



### TRACY BALSZ

*Head of Marketing*

With 20 years experience as a brand marketing specialist, and a former studio marketing executive with Warner Bros. Studios, Tracy's synergistic experience in the world of themed entertainment and Hollywood allows her to position MediaMation as a leading provider to the attractions industry while carving the pathway for the major launch of 4D/5D theaters into the worldwide cinema marketplace. Working strategically as a team, with her sales counterpart Heather Blair, they have formulated and are implementing a strategic plan to take the MediaMation brand, and the X4D™ Experience, to the highest level of success.



### HEATHER BLAIR

*Head of Sales*

Heather was formerly the Associate Publisher of entertainment industry resource guides: Creative Industry Handbook and TE411/LA411. She launched and created the International Resource, Themed Entertainment 411, a venerable "who's who" of vendors in the attractions industry. Heather is the voice and face of MediaMation's strategic sales outreach, introducing the MediaMation brand of products and services to theme parks, designers, museums, science centers, aquariums, and attractions worldwide. An integral team member, Heather has forged recent relationships with studio executives, content providers and theater owners in educating the marketplace about 4D and successfully securing the X4D™ experience into the cinema marketplace.



### MATT QUINN

*Technician*

Matt comes to MMI with years of experience in the A/V industry. He is skilled in rack assembly and knows his way around a computer. He is one of our main "go-to" guys onsite utilizing his problem solving skills to get the job done and on time.

### IN MEMORY OF ABRAHAM VENEGAS

*MediaMation lost a very dear employee and friend, Abraham Venegas, who was killed in a motorcycle accident October of this year. He was one of our hardest working technicians, eager and wanting to do more... and he did it well. As you can imagine, the shock of this tragic news was felt very hard by us and the Venegas family. Although he was taken from us at the age of 27, we take comfort in knowing that he is home with the Lord.*

## FROM ALISON AND DAN



*Alison Jamele  
President/CEO*

It has been an, "implosive" and "explosive" year for us. How can this be...in this economy you say? With our ever-growing staff and new innovative technology, our company is experiencing growth from the inside and out with an increasing number of 4D/5D theaters, interactive attractions, fountains and new roads into the cinema market. Our staff of innovators have allowed us to surpass our expectations to produce product and sustain a heavy workload of installations this year in theme parks, cinemas, museums, zoos, aquariums, fountains, FEC's, educational venues and displays worldwide.



*Daniel Jamele  
Vice President/CTO*

## ABOUT MEDIAMATION

MediaMation, Inc. is an entertainment systems integrator. The company designs and implements creative solutions for complex interactive shows, rides, exhibits and theaters, based on their award-winning software and hardware products.

MediaMation's integration experience ranges from audio/video, lighting, robotics and computer control to innovative attraction technology engineering involving show action and control.

The founders of MediaMation, Inc., Alison and Dan Jamele, have always followed the philosophy of God first, family second and career third, thus treating others as one would want to be treated. They believe that this philosophy has made the company a success because MediaMation will always serve its clients by going the extra mile. Our mission is to serve the entertainment, amusement and automation industries with cost-effective, reliable, easy-to-use solutions to show control and audio/video problems.

We want your entire project, not just the elements we are involved with, to be a success.

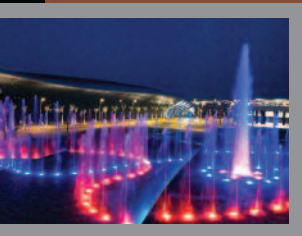
## MEDIAMATION PRODUCTS & SERVICES

- **X4D™ MOTION EFX ATTRACTION SEATS**  
(for theme parks, museums, aquariums, zoos, FECs and more)
- **X4D™ MOTION EFX CINEMA SEATS (PATENT-PENDING)**  
(for cinemas, museums, theme parks, aquariums, zoos, FECs and more)
- **4D/5D TURNKEY THEATERS**  
(seating, motion effects, projection, screen, films, audio, lighting, integration)
- **INTERACTIVE EXHIBITS**
- **ANIMATRONICS**
- **FOUNTAIN SHOWS UTILIZING VIRTUAL FOUNTAIN™ SOFTWARE**
- **SHOW CONTROL PRODUCTS:**
  - ShowFlow® Software and Controller
  - VidShow™ Controller
  - MOE™
  - LightMaster™

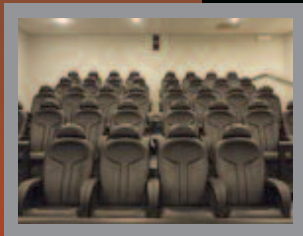
# 4D

## Motion EFX Experience

by MediaMation



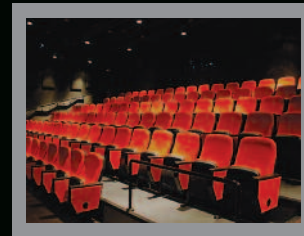
Ferrari World Fountain



San Diego Air & Space Museum



Abraham Lincoln Presidential  
Library & Museum



Legoland Discovery Center



Ripley's Believe It or Not

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