

WHAT'S HAPPENING AT...

# MEDIA *Mation*

**Show Control & Multi Media Systems**

AUDIO VIDEO LIGHTING AUTOMATION ROBOTICS ANIMATION

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## MEDIAMATION, INC. SELECTED AS PREMIERE CONTRACTOR FOR TWO LEGOLAND DISCOVERY CENTRES IN U.S.



Veteran entertainment technology and show control company MediaMation, Inc. was tapped by world-wide entertainment conglomerate Merlin Entertainments of Poole, Dorset, UK, to be the lead technical contractor for two major stateside installations of Merlin's highly successful Legoland Discovery Centres.

Merlin operates an international network of high-profile location-based attractions, including Madame Tussauds, The Dungeons, Legoland, Sea life, Gardaland, and others. Legoland Discovery Centres – already thriving in various parts of Europe – are based in popular shopping malls in large rented storefront areas. They feature 3D/4D theaters, rides, a Lego factory, opportunities to build Lego structures, as well as venues for kids' birthday parties.

Legoland Discovery Centres are debuting in the United States at two locations – The Shops at Woodfield Mall (Chicago area) which opened in August 2008; and Xanadu, near Meadowlands, New Jersey, scheduled to launch in August 2009. For these two projects, MediaMation is being assisted by Entertainment Resources of Germany, a company that was instrumental in the existing European installations. MediaMation is responsible for a turnkey 3D/4D Theater system including custom red vinyl seats, screens, Special EFX, a 16-channel sound system, a 3-D digital projection system as well as a lighting, controls and programming/integration.



In addition, the Chicago and New Jersey venues represent the introduction of MediaMation's innovative "rain system." This new special effect builds from MediaMation's 4D mist and water blast technology and is highly cost-effective – evenly distributing "rain water" for a more realistic overhead experience. Further, these projects highlight the flagship installations of "SoundMan Server" from Richmond Sound Design, as well as MediaMation's computer-based multi-channel audio DSP processing. These new elements provide the attractions with pristine audio playback and digital sound quality in an integrated package. MediaMation believes that the bottom line for the customer is to "SAVE MONEY & GET MORE."

**As a result of the Discovery Centre projects, Legoland of Carlsbad, CA purchased a similar seating system from MediaMation for use in its Sealife Aquarium attraction.**

# MEDIAMATION'S X-4D EFX SEATS & THEATERS ROCK THE WORLD!

## **Toyota Engineering Theater, Detroit Science Center, Michigan**

Automaker Toyota and the government's Housing and Urban Development Department (HUD) have put MediaMation, Inc. (MMI) in the driver's seat when it comes to systems integration, installation and other technological aspects of the new \$ multi-million Toyota Engineering Theater attraction at the Detroit Science Museum. Scheduled to open in first quarter 2009, the state-of-the-art, multi-purpose theater will spotlight customized content – including a combination of live actors, video and real-time animation – that illuminates future engineering career opportunities. It will also be used by Toyota for car exhibitions and other promotions.

The turnkey theater's innovative, approximately 3,500 sq. ft. circular design will be outfitted with 166 of MediaMation's highly versatile full motion 3 DOF servo X-4D motion EFX seats simulating scents, rumbles, wind, water and other sensory phenomenon. It will also feature four huge screens, rear projectors, lighting and live and pre-recorded sound capabilities also supplied by MMI. The various screen presentations will be enhanced by the EasyBlend™ system from Scalable Displays Technologies and Dataton's "Watchout". This next generation of audio/video technology utilizes an automatic geometry and blending system to align colors, brighten shapes and keep images in sync.

"The Toyota Engineering Theater project is one of the most recent examples of the broad commercial viability of our X-4D Theater turnkey concept," notes Dan Jamele, MMI Vice-President/CTO and chief systems engineer. "Since debuting in 2007, demand for not only the X-4D seats, but for our entire turnkey theater system has been brisk, even in a 'down' economy. We are gratified the museum and amusement markets so quickly recognized the cost-effective and user-friendly aspects we strive to offer...not only in the X-4D concept, but in all of MediaMation's products and services."

## **Two X-4D Theaters, The Ukraine**

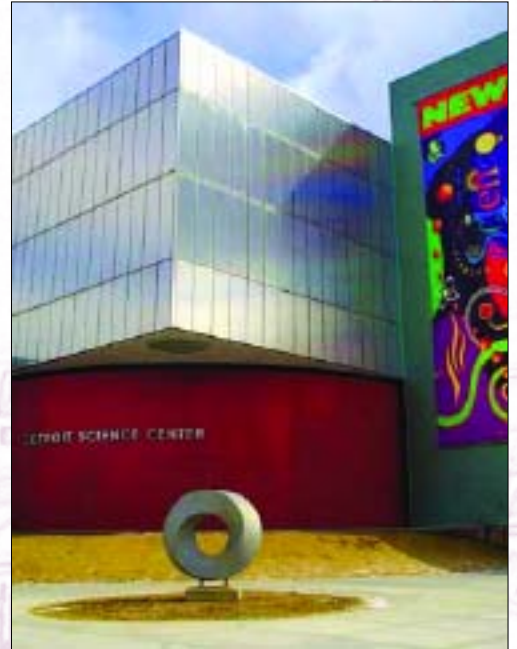
Collaborating once again with ShowScan Entertainment, MediaMation is supplying two separate 36-seat, full motion 3DOF servo X-4D theaters for 3D/4D attractions scheduled to open early 2009.

## **X4D-Theater, Qatar, Middle East**

MMI has contracted with Sensio Technologies of Montreal, Canada, to install a 20-seat X-4D EFX Theater in Qatar, located in the Middle East. Utilizing MediaMation's proprietary VidShow HD™ and ShowFlow™ system along with Sensio's proprietary 3D HD technology, the "Immersion Entertainment" attraction will feature 3DOF seats with 10 standard built-in effects including front air blasts, water spray, neck tickler, leg tickler, full motion.

## **Mauna Lani Resort Shopping Center, Big Island, Hawaii**

Under the direction of Aloha Investment Group, MediaMation is slated to install a 24-seat 3D/4D turnkey X-4D motion EFX theater at a new store front attraction in the Shops at Mauna Lani Resort on the Big Island of Hawaii. Believed to be the first attraction of its kind on the island, the motion simulator theater project is made possible through a strategic partnership with the Hilton Waikoloa, which will be promoting the attraction heavily.



## X-4D THEATERS HIT THE ROAD AS TRAVELING TRAILER ATTRACTIONS!



Representing a myriad of exciting, revenue-generating possibilities for amusement industry operators everywhere, MediaMation is teaming up with movie maker, Hollow 4D Studios of Simi Valley, CA to turn MMI's hugely successful X-4D theater attraction into a traveling road show! These mobile attractions are completely turnkey and ideal for fairs, carnivals, parties and a host of other venues. Each 4D trailer attraction is customized especially for your event. Your own

branding can be incorporated into the theming, vehicle graphic, interior acoustic panels and even onto the actual 3D film which can be provided through Hollow 4D Studios or other film libraries of your choice. Our standard 3 DOF servo motion EFX seats are a perfect fit for this advancing technology. The entire mobile trailer attraction can be towed behind any pickup truck. A 12-seat single trailer 3D/4D display will be at IAAPA 2008, booth no. 851. A 32-seat combo trailer configuration is in the works. Contact MediaMation for more details of this up and coming entertaining venue.

## ANOTHER FOUNTAIN PROJECT FLOWS IN

### Harbor Park Musical Fountain, Charlevoix, Michigan

Working in conjunction with Automation Logix of Florida, MMI installed, programmed and controlled a new 25 ft. circular fountain in Harbor Park, a popular boating destination in Charlevoix, MI. The beautiful new attraction – which opened in August 2008 – features colored lights and fountain jets that “dance” to music.

## HIGH PROFILE NAMES IN ENTERTAINMENT CHOOSE MEDIAMATION PRODUCTS

MMI is the vendor of choice for amusement industry clientele world-wide, and customized à la carte purchases are common. Recent 2008 buyers of the company's various cost-effective, user-friendly technologies include famed French circus, “**Cirque de Soleil**,” various “**Ripley's Believe It or Not**” Museums and the **Skirball Cultural Center** in Los Angeles, CA. to name a few.

### Pioneer Loft “Plasma Screen” Private Theater, Hollywood

Under the direction of GCI Group, a marketing entity for A/V manufacturer Pioneer, MediaMation supplied multiple monitors, audio, video and control systems as well as all on-site integration. to the creation of a plush private theater, dubbed the “**KURO™ Loft**” located on the 6th floor of an apartment building at the famed intersection of Hollywood Blvd. and Vine in Los Angeles. The loft is intended as a private, comfortable place for producers, filmmakers and other potential Pioneer clientele to view their projects on a variety of plasma screens, i.e. a “shoot out wall,” that allows them to compare Pioneer screen quality with other competitors.

# MEDIAMATION MAKES HISTORY WITH VARIOUS MUSEUM PROJECTS

## Tuskegee Airmen Museum, Alabama

Under the auspices of Exhibit Fabrication Company, 1220 Exhibits, MediaMation supplied all audio, video, control and programming for a hi-tech interactive museum “artistically wrapped” into an actual airplane hangar used by the famed WW II Era African American air squadron, The Tuskegee Airmen. The exhibit remains true to circa 1940’s décor and features an actual cockpit (i.e. link trainer) used by the airmen, as well as oral history stations and period-style phones.



## McCarthy Studios, Los Angeles

In a scenario similar to world-class video artist Bill Viola’s Guggenheim Museum project a few years back, MediaMation is once again part of artistic creativity. Paul McCarthy, a noted multi-media artist in Los Angeles, was featured at the Whitney Museum of American Art in New York City earlier this year for his work “Central Symmetrical Rotation Movement – Three Installations, Two Films.” This work brought together a group of new and rarely seen works by McCarthy in which MediaMation supplied the screens and projection.

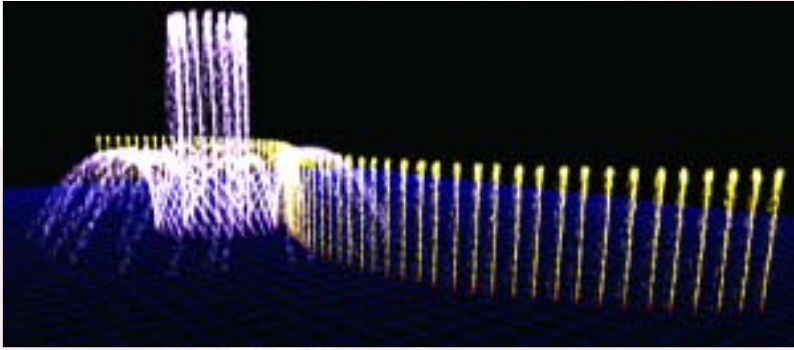


## Chicago Field Museum, Illinois

MMI provided a technological upgrade to the Chicago Field Museum’s popular “Underground Adventure” animatronic exhibit, including installing a newer version of its award-winning ShowFlow™ software. The upgrade represents the second time MediaMation’s expertise was called upon for this project.

# NEW PRODUCTS

## VIRTUAL FOUNTAIN™ IS HERE! CREATE REAL-TIME “LIVE” CONTROL & PROGRAMMING OF THE ENTIRE VIRTUAL FOUNTAIN ON SCREEN!



Our new Virtual Fountain™ software allows you to layout, visualize and do real-time programming in 3D from a computer monitor. This innovative technology allows for 3D renderings, playback choreographed fountain with music from different perspectives, RGB lighting, digital lighting and moving jets. It also allows for creation of specialized nozzles and creating individual pumps for groups of jets or individual jets simultaneously. It is also MIDI controlled for full compatibility with

all MediaMation control systems. Easy to use nozzle placement allows designers to instantly see what the fountain will look like and experiment with alternate layouts, jets, nozzles and pumps all in real-time. Virtual Fountain has saved in travel costs, time and onsite manpower to allow more creativity to choreographing a beautiful fountain.

## X-4D MOTION EFX SEATS UPGRADES

**THE FIRST OF ITS KIND TO PROVIDE A FUNCTIONAL HYBRID BETWEEN STATIC OR SIMPLE MOVEMENT CHAIRS AND FULL MOTION SIMULATORS. THE X-4D MOTION EFX SEATS PROVIDE REAL 3 DEGREES OF FREEDOM (DOF) MOTION BASE ACTION COUPLED WITH THE LATEST 4D SPECIAL EFFECTS.**

**NEW SEAT FEATURES** include bigger valves and cylinders, resulting in an improved, more realistic motion. Re-designed to be lighter and more modular, the new X-4D Motion EFX seat is also easier to maintain than ever before. Operating on an air driven (pneumatic) servo motion base, the X-4D EFX system offers the realistic movements and effects of hydraulic systems, but at a reduced cost in terms of heat and electricity. In addition, X-4D Motion EFX seats have significantly easier maintenance requirements than traditional hydraulic or electric operated seats.

**STANDARD EFFECTS:** FRONT AIR BLAST; FRONT WATER SPRAY; NECK TICKLER; LEG TICKLER AND SEAT VIBRATORS.

**OPTIONAL EFFECTS:** UNDER SEAT “POPPERS”; BACK POKER; BACK VIBRATORS; SCENT AND AUDIO SEAT RUMBLERS.

**VARIATIONS OF X-4D MOTION EFX SEATS:** 4D WITH FULL 3DOF MOTION; 4D WITH 1DOF MOTION; 4D UPGRADEABLE TO MOTION LATER; STATIC 4D EFX.



# MEDIAMATION EXPANDS NEW HEADQUARTERS TO ACCOMMODATE DEMAND FOR X-4D SEATS

Only two years after moving its headquarters to larger facilities on Border Avenue in Torrance, CA, MMI is once again adding to its steadily growing domain – this time by annexing a separate warehouse space in nearby Rancho Dominguez. The 2,800 sq. ft. facility, now operational, makes it possible for MMI to both streamline and step-up the assembly and shipping process for its immensely popular X-4D motion simulator seats. The company is also adding staff to handle the new volume demands.

## CORPORATE PHILOSOPHY & MISSION STATEMENT

MediaMation, Inc. is an entertainment systems integrator. The company designs and implements creative solutions for complex interactive shows, rides, exhibits and theaters, based on our 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 & 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: A BRIEF HISTORY

Founded in 1991, the multi award-winning company has contributed its unique, next-generation technologies and formidable expertise to a string of high-profile projects. These include a major Orlando, Florida, theme park; Universal Studios-Hollywood; Legoland Discovery Centre in Illinois; Legoland in Germany; Tuskegee Airmen Museum; Centennial Olympic Park in Atlanta, Georgia; The Houston Space Center Museum; the Marian Koshland Science Museum; the Xerox Olympic Spirit Attraction, Toronto; the "World of Coca-Cola Pavilion," Atlanta; the Museum of Jewish Heritage, Manhattan; and the Chicago Navy Pier. Other projects have included Underwater World in Australia; the Guggenheim Museum in Berlin; the Chicago Field Museum; the Abraham Lincoln Library & Museum in Springfield, IL; the Time Machine large screen motion simulator attraction in Suzhou, China; the Fair Oaks Dairy Adventure theater, Indiana; and major upgrades to motion simulator theaters at Futuroscope, France; Lotte World, South Korea; Atria Mall, India; and Bavaria Filmworks, Germany.

Fountain attraction builders are capitalizing on the company's talent for complex musical fountain choreography and technology, with MMI credits including the Centennial Park Ring of Fountains, Atlanta; Monte Casino Fountain, South Africa; and Bacardi Headquarters Fountain, Bermuda. MediaMation's innovative products and/or expert systems integration services have been utilized for some time in a string of major motion pictures, such as "Terminator 3," "Jurassic Park III," "A.I.: Artificial Intelligence," "The Perfect Storm," and "Santa Claus 2" to name a few.