

WHAT'S HAPPENING AT...

# MEDIA *Mation*

INTERACTIVE ATTRACTION TECHNOLOGIES

THE NEWSLETTER OF MEDIAMATION, INC.

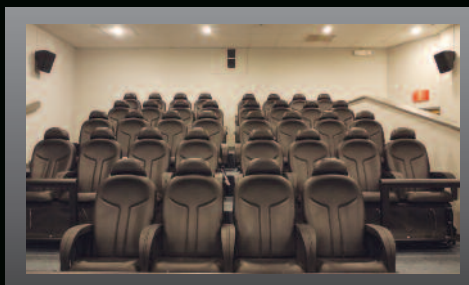
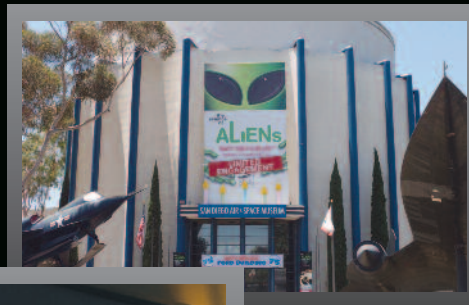
FALL 2010

## MEDIAMATION FLYING HIGH WITH MAJOR CONTRIBUTION TO SAN DIEGO AIR & SPACE MUSEUM

Leading interactive attraction technology company MediaMation, Inc. of Torrance, CA, was tapped to create yet another flight of fancy — a complete turnkey 36-seat 3D/4D motion effects theater at the San Diego Air and Space Museum (SDASM). Opening its doors in June 2010, the new Zable 4D Theater is fast becoming the most popular attraction at the museum. With their X4D™ Motion EFX seats as the centerpiece of the theater, the project, debuted with movies by nWave Pictures.

Overcoming a logistical challenge, MediaMation artfully designed the theater layout to accommodate the close quarters of the existing designated space. In addition, as a gesture of goodwill and to show its support of scientific and technological education, MMI donated an audio and video 3D upgrade to the theater with an estimated value of \$25,000. This included powerful D-Vision Projectors from Digital Projection as well as a JBL Cinema speaker system and Crown Amplifiers. To commemorate MMI's philanthropic gesture, the Museum has erected a plaque prominently displayed inside the Zable Theater.

Incidentally, the Zable Theater opening also marked the premiere of MMI's video promo — a scene which opens on a virtual reality roller coaster ride. The 10-second promo was so realistic and "cool," audiences clamored for a longer version of the promo. MMI was glad to oblige. (It's now a VERY FAST MOVING 30 seconds!)



## ANOTHER X4D™ OPTION FOR YOU! MMI's NEW CINEMA SERIES!

Check out this issue for more info on MediaMation's exciting new X4D™ Motion EFX Cinema Series seats!

With our patent-pending design, these modular seats have their own independent motion. They can interlink to other adjoining Cinema Series seats. Because they have no valves, cylinders or motors in the seats themselves, they run via a distributed power unit that can operate several seats as needed.

But what does this mean to cinema and theater operators? It translates into greater flexibility in design, layout and shape of your theater. For situations where 2DOF is more than enough special EFX action to get the job done, the slightly reduced motion pays off in accommodating significantly higher seat density. In other words, you can fit in more seats, thus more people (thus turn more profit) per show!

SEE PAGE 6 for additional details . . .

# MMI X4D SEATS SHAKE UP INDUSTRY:

## “RIPLEY’S BELIEVE IT OR NOT” 3D MOVING THEATER, GATLINBURG, TN

Working with Los Angeles-based RealD Inc., a leading global licensor of 3D technology for cinema, consumer electronics and professional applications, MMI installed an important digital 3D/HD projector upgrade and replaced the existing control system for the 3D “Moving Theater,” a popular, long-standing attraction located at the “Ripley’s Believe or Not Museum” in Gatlinburg, TN. When the new upgrade was slated to commence in April 2010, MMI was deemed “the company to do it” and replaced the old system without a hitch. MediaMation added an array of 4D effects such as air blast, water blast, snow, and wind thus complementing the “best 3D picture on the market.” Featuring RealD’s 3D projection technology replete with six-channel digital surround sound,



the Ripleys project is part of MMI’s ongoing relationship with RealD, one of the world’s leading digital 3D technology innovators and provider of 3D projection technology for most of the world’s 3D-equipped movie theatres.

## NEW FT. WORTH SCIENCE & HISTORY MUSEUM TAPS MEDIAMATION FOR 40-SEAT 4D MOTION EFFECTS THEATER TECHNOLOGY

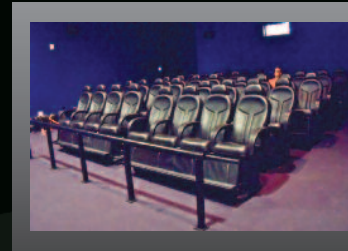
Swiftly becoming one of the leading suppliers of motion effects simulator seats and its related technologies in the burgeoning Museum marketplace, MediaMation (MMI) was recently

subcontracted to A/V integrators Technomedia Solutions of Orlando, FL to supply major products and ride programming expertise to “Energy Blast!”, the 4D Theater attraction housed in the new Ft. Worth Science & History Museum. For this project, MMI provided and installed 40 of its own X4D™ Motion EFX simulator seats, as well as performed custom programming of the ride’s motion and seat effects via its award-winning ShowFlow™ control system. The highly anticipated 166,000 square foot Ft. Worth Science and History Museum building, designed by internationally acclaimed architects Legorreta & Legorreta, debuted late fall 2009. Both firms worked under contract to D&P (Design & Production, Inc.) of Lorton, VA, who fabricated the exhibits for three galleries in the expansion.

According to MMI Project Manager Chris Seide, the fact

that MediaMation’s X4D™ seats are so highly adaptable, yet cost-effective, played a major role in the Torrance, CA based interactive attractions technology company winning this part of the prestigious Ft. Worth Museum project. “Our revolutionary X4D™ motion effects simulator seats, featuring 3DOF servo controlled analog motion, are exceptional in the value they provide to the show operator,” says Seide. “We’re genuinely enthused about the part MediaMation played in the viability of the new 4D Theater, and ultimately, in the enjoyment this technology continues to bring to throngs of visitors to the new Ft. Worth Science & History Museum.”

Technomedia designed and integrated the audio visual systems for the entire project and chose MediaMation technologies in their design. Technomedia is the industry’s premiere audio video, interactive technologies and media design consultant and contractor with offices in Orlando, New York, Las Vegas, Los Angeles and Abu Dhabi.



## MUSEO DE CERA, MEXICO

MediaMation headed to sunny Mexico to install a 20-seat theater at Museo de Cera in Mexico City. The Viaje Fantastico Dimension Real Theater opened in March, 2010 to an enthusiastic audience eager to experience the 4D/5D theater. The theater, featuring MMI’s 5.1 surround sound, a high quality wide-screen system and control via MediaMation’s award-winning VidShow™ 3D HD controller,



also spotlights MMI’s X4D™ Motion EFX Attraction Seats. These seats feature front air blast, front water spray, neck ticklers, leg tickers and seat transducers that enhance the 3D movies provided by CGI Studios and Hollow 4D Studios such as “Alien Safari” and “The Tomb”. (This theater is one of many on the horizon!)

# 12 THEATERS SOLD/INSTALLED IN 2010!

## MYLAN PARK, INCHEON, SOUTH KOREA

Once again teaming up with prominent motion simulator film producer Showscan, MMI installed a new X4D turnkey theater at Mylan Park, a noted amusement attraction area on Incheon Island, outside Seoul, Korea. Opening in February 2010, the popular attraction features favorite Showscan product "Haunted Raceway" and Attraction Media Entertainment's "Sponge Bob Square Pants". MediaMation supplied all audio, video and control, as well as 28 standard X4D™ theater seats, with ShowFlow™ software once again keeping everything on track. As long-time MMI Chief Engineer Takayoshi Kawakami observed regarding the project, "MediaMation got the job because of our technology and our price."



## CONTINUED SUCCESS STORY: FIRST 4D/5D THEATER, BIG ISLAND, HAWAII

The 24-seat 4D/5D turnkey theater at the Shops at Mauna Lani Resort, installed October 2009 is the first attraction of its kind on the Big Island of Hawaii. For this project, MMI once again worked with the Aloha Investment Group, the same entity that hired MediaMation to install a high-profile musical fountain at this same shopping complex back in 2006. The 3D/4D theater has increased traffic to the mall and has received rave reviews from throngs of tourists as well as local patrons. It has featured such crowd-pleasing fare as "Stargate: The Ride 3D," "Journey To The Center of The Earth" and "Haunted Forest."



## MEDIAMATION KEEPS ROLLING ALONG WITH GAMES 2U 4D MOBILE THEATERS

With over 130 franchises in 28 states, Games2U is a big name in Kid's entertainment. Known especially for its mobile gaming vehicles that travel to kid's birthday parties and corporate events, Games2U commissioned MediaMation to create a custom-made, 4-seat motion simulator seat bench and mini theater especially designed to accommodate kids and adults alike. MMI — in an exclusive arrangement with Games2U — has continued to fill a steady flow of orders for its special motion-base seat benches.



## GAMES 2U "HOUSE OF TORMENT" AUSTIN, TX

Opening Sept. 2010 and running through Halloween, MediaMation scared up a 12-seat turnkey 4D Theater Trailer in partnership with Games 2U at one of Austin's spookiest attractions, "The House of Torment." The X4D motion EFX theater is believed to be Austin's first Halloween Movie Ride, spotlighting an edited version of "The Tomb" produced by Hollow4D Studios.

## SIAM OCEAN WORLD, BANGKOK, THAILAND

MMI provided motion profile programming to add nWave's "Pirates" attraction film to their already growing repertoire of ride and attraction films at Siam Ocean World.

## 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. This highly prestigious project is slated to launch December 2010.

## HILL FUN CITY, AL AIN, UAE

Working with Showscan, MMI converted a 40-seat Showscan Dynamic motion Theater in Al Ain, UAE into an open 3D digital system. The theater upgrade, performed March 2010, is now controlled with MMI's award-winning VidShow™ 3D HD controller. A touchscreen all-in-one computer, serving as the user interface, allows the operator to select and start shows remotely.

## LOTTE WORLD, SEOUL, SOUTH KOREA

Using MMI's "open" system ShowFlow™ control software, operators were able to provide motion profile programming of new ride films for Lotte World's 3D Theater.

## MMI: LEADERS IN DANCING FOUNTAIN TECHNOLOGY

*MediaMation's awe-inspiring choreography and Virtual Fountain™ technology generate gushing praises from throngs of South American tourists*

Prominent interactive technologies company MediaMation, Inc. (MMI) of Torrance, CA, was among

a tightly knit consortium of respected entertainment and technology houses to contribute experience and expertise to two of Medellin, Colombia's newest high-profile tourist attractions — the "Vida" and "Interactivas" fountain installations. Debuting to extensive international media coverage and tens of thousands of enthusiastic spectators, "Vida" is located in front of the EPM building, Colombia's largest utilities provider. Vida's elaborate multi-colored lights and next-generation fountain dancing capabilities were showcased during a real-time, highly synchronized live orchestral performance celebrating "Los Alumbrados," South America's "Festival of Lights," in December 2009. Vida continues to be a major tourist draw throughout the continent. Because of its immense popularity, MMI was recently asked to add more choreographed songs to the attraction in November 2010.

For "Vida" and "Interactivas," MediaMation served as a subcontractor to prominent fountain designer Georgia Fountain Company, Inc. on this, as well as on many other elite projects. These include the "Centennial Olympic Park — Fountain of Rings" in Atlanta, GA (1996 Olympic Fountain upgraded in 2006-2007 with 256 water switches, 1,025 individually controlled colored lamps and 16 pumps) and the "Puerto Rico Convention

Center Fountain" in San Juan, Puerto Rico.

For the EPM project in Medellin, Colombia, MMI supplied its proprietary Virtual Fountain™ 3D visualization software, as well as fountain programming and dancing musical choreography. All three's elaborate control was handled via MMI's popular "ShowFlow™" controller.

"Vida," the primary of the two attractions at the EPM project, is a highly theatrical, 850 plus jet-dancing fountain spectacle, set in a large reflecting pool. Prior to the recent song upgrades in Nov. 2010, Vida performed three different "shows," plus an end credit sequence, multiple times a day to live or pre-recorded music.

The second fountain attraction, "Interactivas," located about a mile away from Vida in the city's main plaza, is loosely linked in concept to Vida but is less elaborate in terms of production values, although it takes up a major portion of the plaza itself. This installation is "interactive," meaning people can actually run through the fountain jets (approximately 2 to 3 meters high) and cool off on a hot day.

Quoting John Leder with Georgia Fountains Company, Inc. regarding MMI's Virtual Fountain™ software and control technology: "It is the ultimate in versatility and precision control for the theatrical display of water."

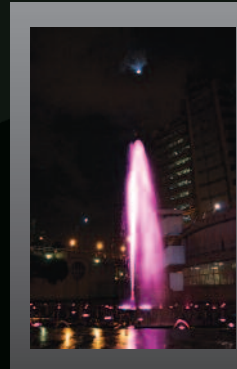
### **"FERRARI WORLD" MASSIVE FOUNTAIN PROJECT, YAS ISLAND, ABU DHABI, UAE**

Yas Island was named the "World's Leading Tourist Development Project of 2009." Boasting 32km of coastline, Yas Island is a \$30 Billion new leisure and entertainment destination that comprises an entire island located in the emirate of Abu Dhabi. As part of this huge project, a fantastic new theme park was constructed called "Ferrari World," scheduled to open in time for the Grand Prix, November 2010. Builder Hydrotech of Abu Dhabi has subcontracted MMI to provide fountain control and elaborate dancing fountain choreography for two massive fountains serving as the focal points of Ferrari World's "Welcome Pavilion." MMI, utilizing its hugely popular Virtual Fountain™ software, was able to produce — on a very tight schedule — a computerized 3D visualization of what the finished fountain project would look like. Together, these

two huge fountains contain a total of 739 choreoswitches and 2,107 LED lights. It is one of the largest fountain projects MMI has been involved with to date! MMI designed and built control panels and control racks for the entire project, with fountain design performed by Aquatic Design Engineering of Florida.

### **FANTASTIC FOUNTAINS, COLUMBUS, OHIO ZOO**

Under the auspices of Florida-based Fantastic Fountains, MMI provided fountain control systems and fountain choreography for a 4 ft. stainless steel revolving globe fountain that spins with water. This unique water feature was installed Spring 2010 at the Columbus, Ohio Zoo. MediaMation's sophisticated fountain control was pre-programmed utilizing MMI's widely acclaimed Virtual Fountain™ software. The Columbus Fountain features an unusual fundraising technique for the zoo, a kind of "musical fountain jukebox" concept. Patrons can swipe their credit card or insert cash in a slot to select one of eight musical selections (for example, Happy Birthday) and the fountain will perform the selected show on demand. Needless to say, the fundraising effort is making quite a splash!

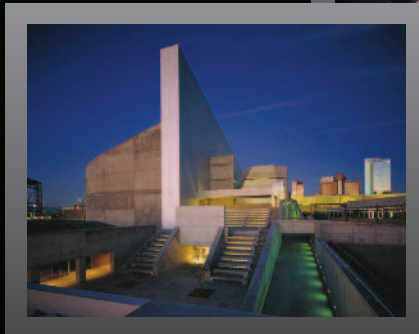


## INTERACTIVE DISPLAYS

# ANOTHER MEDIAMATION SPECIALTY...

### ARIZONA SCIENCE CENTER, PHOENIX, AZ

Working in concert with Lexington Design and Fabrication in California, MMI provided all audio, video and control systems for the newly opened Arizona Science Center in Phoenix. MediaMation provided A/V systems for eight static and interactive exhibits as well as two presentation theaters. While working in one of the presentation theaters, MMI is one of the first systems integration company utilizing Apple's IPAD for control of A/V switching, volume and lighting, tailored to the occasion via MediaMation's custom-controlled ShowFlow™ software with its user-friendly intuitive interface. The iPad is the perfect user interface to provide a flexible, portable, and intuitive touch-control surface for the presenters in the main theater.



### CHABOT SPACE & SCIENCE CENTER, OAKLAND, CA

With its November 2010 opening, the Chabot Space & Science Center is a prestigious Smithsonian affiliate that covers expansive subject matter, namely "The Earth and Universe." MMI is providing A/V for multiple interactive exhibits as part of media personality "Billy Nye's Climate Lab," a project that educates and entertains regarding the challenges of Climate Change.



## OUR NEW X4D MOTION EFX CINEMA SEATS ARE CREATING A BUZZ...

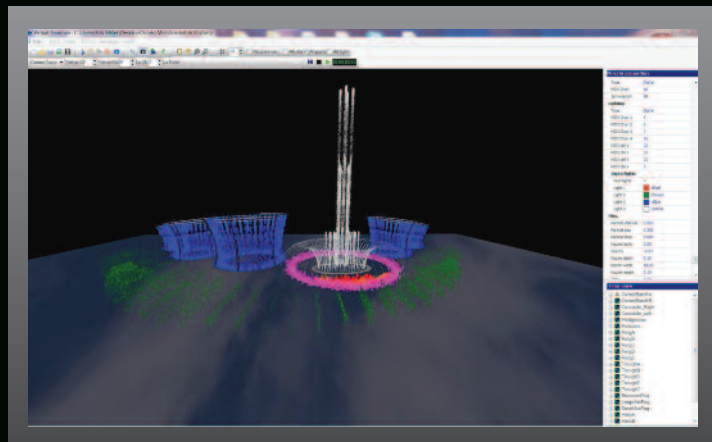
Our new Cinema Series are the next generation in 4D/5D technology with its innovative modular seating designed for theme parks, exhibits, attractions, theaters and home installations. Utilizing a remote distributed power unit, our patent-pending modular design, allows flexibility and cost effectiveness unmatched in the 4D cinema market. Based on our success with the 4D Attraction Seats, the new Cinema Seats are available with various fabrics and designs and an array of 4D effects. Enter the fifth dimension with full digital servo-controlled motion seats, with 2 Degrees of Freedom, perfectly programmed to simulate the exact movement that you see on the screen for a complete 4D/5D experience. Check out our new sizzle reel on the home page of our website!



## OUR VIRTUAL FOUNTAIN™ SOFTWARE KEEPS GETTING BETTER AND BETTER...

Our Virtual fountain software has added another dimension to its already 3D "fly around". We have added fog, mist and waterfall features (gravity features) that simulate the effects of gravity on water. It is also compatible with Windows 7 and has a new enhanced user interface for greater ease of use.

Of course, Virtual Fountain™ continues to save time and money and is a key competitive advantage in getting fountain design business. No need to pay an animator for multiple renderings. Instead, Virtual Fountain™ allows one-off designs and is being used in fountain projects that are wowing crowds in Africa, Colombia, Atlanta, Abu Dhabi to name a few.



## MMI HAS ADOPTED THE iPad!

MMI is one of the first systems integration company utilizing Apple's iPad for control of A/V switching, volume and lighting, etc. tailored to any occasion via MediaMation's custom-controlled ShowFlow™ software with its user-friendly intuitive interface. The iPad is the perfect user interface to provide a flexible, portable, and intuitive touch-control surface for presenters in the main theater.

## MEDIAMATION BUCKS ECONOMIC TREND — WELCOMES SEVERAL NEW FACES!

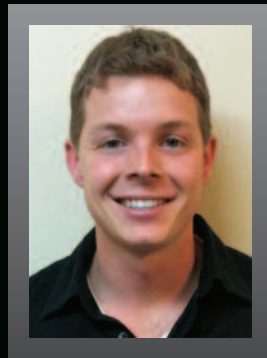
Despite the less than robust global business climate the past few years, MMI has actually grown in personnel — adding several valuable new employees to its staff. We believe our unique position is due to a forward-thinking, flexible approach to industry challenges, coupled with our long-standing commitment to creating cost-effective, user friendly technologies. Of course, we always strive to “go the extra mile” in customer service.



Timothy Collier

### TIMOTHY COLLIER *Engineering Technician*

Tim comes to MMI as a recent graduate of UC Berkley with a degree in Engineering. Under the tutelage of MMI’s talented Chief Engineer, Takayoshi Kawakami (T.K.), Tim is quickly learning what it takes to produce that trademark MediaMation magic for all manner of amusement attractions.



Keith Jackson

### KEITH JACKSON *Production Manager*

Keith has proven, in a very short time, his ability to manage MMI’s multiple in-house projects. His organizational talents have made him a valuable asset to our growing team of MediaMation visionaries. (Did we mention he’s also an accomplished classical and jazz concert pianist?)



Tyler Duben

### TYLER DUBEN *Technician*

Although not new to MMI, Tyler is our “go-to” X4D™ quality control guy, making sure that all seats are tried, tested and ready to rock ‘n roll!

## MEDIAMATION’S LIGHT MASTER™ ROCKS!

Just in case you’re not familiar, MMI’s long-time shining gizmo for the music and attractions industry — The Light Master™ — is a highly versatile lighting dimmer capable of controlling 4 separate channels of lighting or other special effects. Lately, Light Master is enjoying a little extra voltage — publicity-wise — from rocker Avery Watts. The high-energy American performer, a long-time user of Light Master™, is now officially endorsing the product, using them at his jam-packed shows across the country. Watts’ decibel-blasting rock anthem, “A Cut Above,” can be heard at stadiums and arenas across the U.S.A. as a “victory theme” at professional sporting events.



Avery Watts at the “Key Club”  
in Hollywood, CA.

## 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: A BRIEF HISTORY

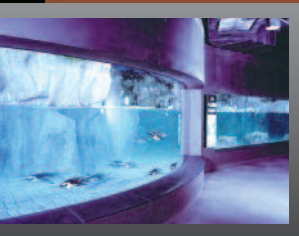
MediaMation, Inc. (MMI) is a multi award-winning interactive attractions technology company whose creative and technological innovations can be found in major theme parks, world-class museums, zoos, aquariums, FECs, motion simulator theaters, choreographed musical fountain installations and even high-budget feature films throughout the globe.

Launching in 1991 in Torrance, CA, the company grew out of its roots in next-generation show control. Co-founders, Alison Jamele, President/CEO and Vice President/CTO, Dan Jamele, who was a successful recording engineer, recognized the possibilities of applying MIDI-based (Musical Instrument Digital Interface) technology to amusement industry show control problems. With his technical know-how and her business savvy, they have built the company's sterling reputation on designing and implementing cost-effective, user-friendly and highly flexible solutions for creative and technological challenges encountered in producing rides, exhibits, motion simulator theater attractions and interactive shows and presentations.

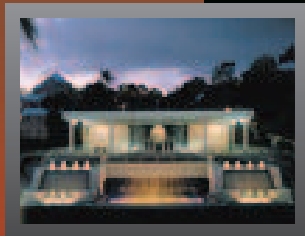
In the last several years, the visionary company has led the way in creating market-changing hardware and software technologies in HD for 3D and 4D motion simulator attractions, culminating in the recent introduction of its widely-successful X-4D™ Motion EFX Seats and turnkey 4D Theaters.

For almost 2 decades, MMI has contributed its unique, world-class technologies and formidable expertise to a string of high-profile projects. These include Epcot Center, Orlando, Florida; Universal Studios Hollywood; Legoland in California, and the Legoland Discovery Centers in the U.S. and Europe; the new Toyota Engineering Theater at the Detroit Science Museum; 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; the Guggenheim Museum in New York and Berlin; The Chicago Field Museum in Chicago, Illinois and the Abraham Lincoln Library & Museum in Springfield, Illinois. Other projects included Underwater World in Australia; 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 Olympic Park Ring of Fountains, Atlanta; Monte Casino Fountain, South Africa; the Bacardi Headquarters Fountain, Bermuda and the Convention Center, San Juan, Puerto Rico, just to name a few. 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 II and III," "A.I.: Artificial Intelligence," "The Perfect Storm," and "The Santa Clause 2" along with a string of television shows and commercials.



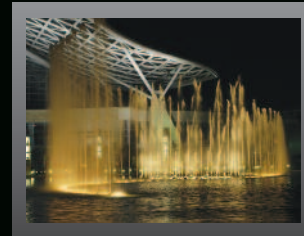
Siam Ocean World  
Bangkok, Thailand



Bacardi Headquarters  
Bermuda



Millennium Village  
Epcot Center



San Juan Puerto Rico  
Convention Center



Worldgame  
Epcot Center

**MEDIA**  
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### MEDIAMATION, INC.

2213 Border Avenue • Torrance, California 90501  
310.320.0696 Phone • 310.320.0699 Fax

[www.mediamat.com](http://www.mediamat.com) • [sales@mediamat.com](mailto:sales@mediamat.com)