

GLOBAL IMMERSION SCOOPS 2011 INTERNATIONAL BUSINESS OF THE YEAR AWARD

West Sussex, UK — 18th March 2011 — Leading international specialists of high performance immersive experiences, Global Immersion, have been awarded the prestigious title of ‘International Business of the Year’ at the 2011 Gatwick Diamond Business Awards, hosted last night in Surrey, England, and presented by Sir Trevor McDonald OBE.

The Gatwick Diamond Business Awards recognise businesses or people who have shown innovation and inspiration in their work, and have demonstrated a real commitment to the fast-developing Gatwick Diamond sub-region within the South East of England. The Gatwick Diamond is one of the UK’s key economic regions, and is home to a vast range of businesses, which span all sectors of the economy, from household names to niche companies, and from multinationals to sole traders.

The International Business of the Year award is sponsored by the Gatwick Diamond Initiative and recognises companies who demonstrate international business credentials and agility by developing export and import markets or establishing international collaborations and partnerships to sustain turnover and increase profitability.



Accepting the award (left to right) Michael Andrews, CFO (Global Immersion), Paul Gresham, Chairman (Gatwick Diamond Initiative), Beth Nicholas, Marketing Manager (Global Immersion), John Cumberland, Chairman (Global Immersion), Sir Trevor McDonald OBE

Leading with innovation for rapid international growth

Global Immersion specialises in the design and integration of high performance immersive theatre solutions ranging from state of the art planetarium and fulldome theatres through to complex 3D, 4D and large-format experiences. With a vast international installed base, the company has been awarded some of the world’s most prestigious immersive theatres across countries including Russia, USA, UK, Taiwan, Egypt, Turkey, France, Sweden/Scandinavia, UAE and Greece.

Global Immersion’s award success has been attributed to outstanding and innovative approaches to international trade, and rapid exponential growth into and across global markets. With headquarters in Haywards Heath, West Sussex, Global Immersion’s offices span across USA and Canada, and the company works with an international partner network to support emerging market activity.

Rosemary French, Executive Director of the Gatwick Diamond Initiative said “As winner of this award, Global Immersion has made great strides into new export markets and has dramatically increased their export sales. This is a great example of a company which has taken advantage of government help and advice from a number of bodies.”

Michael Andrews, Chief Financial Officer at Global Immersion commented “The Gatwick Diamond is one of the UK’s key economic regions, and falls within the South East of England which is now the second largest regional economy in the UK after London. To be recognised and accredited with such a prestigious award from within such an economically dominant and competitive geographic area is a truly outstanding achievement and reflects the continued dedication and support from our team members, clients, partners and stakeholders alike.”

Andrews continued “As we continue to experience rapid business growth and international brand recognition for our unique and innovative work, this award serves as a credible and justified milestone in our ongoing journey, and one that we are extremely proud to have attained.”

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About the Gatwick Diamond Business Awards

The Gatwick Diamond is home to a vast range of businesses across the South East of England, which span all sectors of the economy, from household names to niche companies, and from multinationals to sole traders. The Gatwick Diamond Business Award winners are those businesses or people who have shown innovation and inspiration in their work, and have demonstrated a real commitment to the sub-region.

About the Gatwick Diamond Initiative

Set up in 2003, The Gatwick Diamond Initiative is a business led private/public sector partnership aiming to take the economic performance of the sub-region from good to excellent. The initiative focuses on key strategic issues, local authorities, government agencies and leading business representatives and addresses the needs of the area as a strategic entity to ensure it is a world-class place to live, work and do business.

About Global Immersion

Global Immersion is an award-winning organisation, dedicated to the unique and innovative medium of immersive theatre and specialising in the design and integration of world-class planetarium, giant screen, 3D and 4D environments.

With over thirteen years experience in the world of full-dome displays and scientific data visualisation, Global Immersion combines a wide range of proven technologies to create enthralling and exciting immersive theatre. As a full-service team, they pull together consultancy, design, technology, engineering, system integration, content and creativity – for world-class experiences that are built for the future.

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For further information about Global Immersion and the Global Immersion range of leading immersive theater solutions please visit www.globalimmersion.com