

GLOBAL IMMERSION WINS 2011 INAVATION PROJECT OF THE YEAR FOR OUR DYNAMIC EARTH 4D THEATER

West Sussex, UK — 14th February 2011 — Internationally renowned immersive theater specialists, Global Immersion, have secured the coveted award for 2011 EMEA+ Most InAVative Leisure and Entertainment Project in recognition of their Intensity[®] 4D theater installation at the Our Dynamic Earth attraction in Edinburgh, Scotland. The award was presented at the 2011 InAVation awards held at the Integrated Systems Europe (ISE) event on February 2nd in Amsterdam.

The InAVation awards acknowledge outstanding innovation across system integrators and technology manufacturers alike and are judged by panel of experts with diverse industry backgrounds who evaluate entries based upon innovative system design, integration and technology development. This year's InAVation award ceremony marked the fifth annual event and attracted almost one thousand guests.

Global Immersion designed and integrated a custom 4D experience for Our Dynamic Earth – one of Scotland's busiest and most popular visitor attractions – including a pre-show area and main 4D theater. Partnering with UK-based immersive media producers, NSC Creative, for the 4D show production, the scope of delivery also included interior design and fit out, eighty effects seats, audio, lighting, automation, and a range of 4D effects.

The Our Dynamic Earth project was recognized by the judging panel for its high levels of technical innovation including the design of a custom automation interface, a unique rapid 3D glasses washing solution, a cost-effective special effects seating solution, and a custom software protocol for seamless, fast and intuitive 4D effects hardware management.

The installation also featured integration of projectiondesign[®] F32 series 3D projectors, specifically chosen for their merits of high image quality, reliability and low cost of ownership.

Speaking about the awards success, Anders Løkke, International and Marketing and Communications Manager at projectiondesign says: "Global Immersion are one of our most trusted and highly valued partners and we are extremely pleased to see them take home this truly deserving award! It clearly demonstrates our strong partner relationship and recognizes how Global Immersion are enabling the use of our products in such truly outstanding and innovative projects."

Global Immersion's Marketing Manager, Beth Nicholas, commented "We are delighted that our Intensity theater experience at Our Dynamic Earth has been recognized with such a prestigious award. Our background is primarily the world of dome and large format theater, so this project marked quite a departure for us into the 4D cinema arena and the award has given hard-earned recognition to the successful delivery of an innovative, robust and cost-effective solution."

Douglas Walker, Commercial Director at Our Dynamic Earth added "One of Global Immersion's areas of specialism is making technology work for the customer – they know what's practical for visitors, and their teamwork approach offers the best and most tailored solution. The whole project was well planned and executed, and the team demonstrated a genuine commitment to delivering a quality immersive experience for our guests. They went the extra mile to achieve this '4Dventure' and our audiences love the end product!"

The new 4DVenture experience at Our Dynamic Earth opened to the public on April 1st 2010, and was met by the busiest Easter Monday in the ten year history of Our Dynamic Earth.



*Peter Jago, Managing Director of IML Group
presents the award to Beth Nicholas,
Marketing Manager at Global Immersion*

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About Our Dynamic Earth

Our Dynamic Earth is a science centre in Edinburgh, Scotland, and opened in 1999 as one of the first major projects supported by the UK's Millennium Commission. The principal focus of Our Dynamic Earth is to facilitate a better public understanding of the processes that have shaped the Earth.

About Global Immersion

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

With over thirteen years experience in the world of fulldome displays and scientific data visualization, Global Immersion combines a wide range of proven technologies to create enthralling and exciting immersive theater. 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.

Intensity is a registered trademark of Global Immersion Limited

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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