

GLOBAL IMMERSION APPOINTS BILL SCHMIDT AS DIRECTOR OF NEW MEDIA AND VISUALIZATION

West Sussex, UK --- September 1, 2009 --- Global Immersion is pleased to announce the appointment of Bill Schmidt as Director of New Media and Visualization. With more than twenty-five years of cross-continent experience working within the visual display systems industry, Schmidt's expertise brings a solid understanding of high performance technologies and global markets to Global Immersion's US operations.



Prior to his appointment, Schmidt built a solid reputation supplying complex visualization systems to the market for a number of renowned technology manufacturers including Barco® and Christie®. Based out of Detroit, the appointment at Global Immersion will see him develop strategically important market segments - expanding Global Immersion's dedication to the innovation and integration of world-class immersive display solutions.

Speaking about his appointment, Schmidt said, "I am extremely pleased to now be part of the Global Immersion team. Global Immersion is an amalgamation of talented and creative personalities. We are constantly in forward motion to combine art and science which result in the most intriguing of audience experiences."

Alan Caskey, Sales Director for the Americas at Global Immersion added, "Bill brings to Global Immersion an extensive experience in immersive displays and systems integration delivering unique solutions to meet complex customer requirements."

About Global Immersion

Global Immersion is an award-winning organization, dedicated to the unique and innovative medium of immersive theater.

With over ten years experience in the world of full-dome displays and scientific data visualization, Global Immersion combines a broad range of proven technologies to create enthralling and exciting immersive theater. As a full-service team, they pull together exceptional theater design, advanced projection technologies, content production, user-friendly controls and advanced audio & lighting – all on a digital infrastructure.

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