



Vortex Immersion Media Announces Strategic Partnership with Renowned Tension Fabric Specialist Guildworks

Las Vegas, NV – February 20, 2008 – Vortex Immersion Media, Inc. (“VIM”) is pleased to announce that it has partnered with an industry leader in tension fabric art and architecture in GuildWorks, LLC.

GuildWorks has extensive experience in creating Tension Fabric Architecture, pop-up technologies, and lighting, to quickly transform the look of any convention center, conference center, hall, or architectural space into an amazingly unique realm for corporate events, special events, conferences, concerts, or festivals. In addition to events, GuildWorks designs and installs showroom, office, night club, and stage set sculpture that expresses a high level uniqueness and professionalism.

VIM and Guildworks will serve as providers of one another’s design services and associated products. VIM will be GuildWork’s exclusive provider of design elements utilizing digital projection, interactive technology, and immersive media displays in combination with GuildWorks’ innovative fabric designs. GuildWorks will be the exclusive provider of tension fabric screens and sculptures for use in VIM projects.

The two companies will engage in joint development of proprietary Digital Theming technologies. Digital Theming is a design technique whereby a room or entire venue can be completely re-themed on the fly utilizing a combination of unique projection surfaces and digital imagery. This allows for the space to change for specific applications and allow for a visitor to have a completely different experience with each visit to a venue.

Tension fabric elements can serve a dual purpose of creating a powerful visual esthetic, as well as functioning as lighting fixtures, sound baffling or privacy screens. Elements are suspended with the lightest weight, safety regulated materials available to ensure the most elegant presentation.

About Vortex Immersion Media, Inc.

VIM is an entertainment technology design boutique specializing in immersive and interactive displays, systems and programming. VIM utilizes cutting edge design aesthetics in combination with state of the art technology to produce stunning events, tradeshow displays, visualization solutions, and high-end entertainment venues.

VIM’s design services and products include immersive dome venues (fixed and inflatable), gesture and multi-touch interactive display systems, autostereo and holographic display systems, 3D motion holograms, and interactive digital theming. Services include: custom immersive and interactive content production, live streaming video, design and project management, and architectural consulting. Applications include: corporate / private events, resort / casino themed entertainment, nightclubs, tradeshows, data visualization, digital signage, concerts / festivals, and corporate architecture. The company features an International Project Design division with an extensive, world-class advisory board. For more information please visit www.vorteximmersion.com.