

Vortex Immersion Media Co-Sponsors Event Solutions Magazine / CaterSource 2008 Opening Party at Chameleon Studios

Las Vegas, NV – February 24, 2008 – Vortex Immersion Media, Inc. (“VIM”) worked with event industry leaders (Event Solutions Magazine, Chameleon Studios, Irwin Productions, Blue Man Group, PRG, and many others) to co-sponsor the opening night party for the CaterSource / Idea Factory 2008 tradeshow in Las Vegas. The party was held at the exquisite Chameleon Studios, an exclusive corporate and private events venue designed by Irwin Productions.

The extremely successful event treated 1,000 attendees to VIM’s immersive and interactive designs which seamlessly blended an array of advanced entertainment technologies with the elaborate décor of Chameleon Studios.

VIM’s design expertise began with a series of tension fabric spans by partner GuildWorks creating an immersive tunnel for guests entering the event. The tunnel led to a gesture interactive Koi fish pond complete with animated fish and water lilies. This interactive display created ripples through the pond and across the immersive tunnel as visitors walked through it.

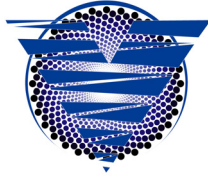
Once inside, the guests experienced a host of other VIM offerings, including real-time gesture interactive stage shows featuring a variety of performance artists. The artists’ interacted with real-time imagery served by two high-resolution projectors overhead. Between live acts, VIM’s partner Harmony Channel provided real-time VJ mixing of imagery provided by renowned video artist Penny Slinger and VJ Dhiren.

Additional Vortex offerings on display at the event included a stunning limited edition holographic 3D motion print by artist Meats Meier, an eye-catching 3D stereoscopic LCD flat-screen display, and the visually stunning “Dreams In High Fidelity,” a limited edition fine art display by digital artist Spot (aka Scott Draves), all of which are available through VIM.

“Vortex’s team is very professional - a pleasure to work with. And their interactive designs were the hit of the party!” said Cheryl Irwin, party host and owner of Chameleon Studios.

VIM’s CTO, Ed Lantz, said “this party is just the tip of the iceberg for Vortex. We see gesture-based ‘augmented reality’ technologies as the future of entertainment. We are essentially taking the video game out of the box and creating a Holodeck-like experience that doesn’t require special controllers or head-gear. All interactivity is based on natural gestures.”

According to VIM CEO, Matt Fannon, the company will soon announce a permanent Las Vegas showroom for advanced entertainment technology design.



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Press Release

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.