



## Vortex Immersion Media Provides Interactive Displays for Wynn Las Vegas

**Las Vegas, NV – August 12, 2008** – Vortex Immersion Media (“VIM”) stunned guests that attended an event at Wynn Las Vegas with a combination of Gesture Interactive Displays including two interactive tables, an interactive wall and an interactive dance floor.

One Wynn executive was quoted as saying, “I would like to have one of these in my house” referring to the interactive tables.

VIM provided custom programming for the units that incorporated themes specific to the event, its guests and Wynn branding to entertain guests throughout the event. The wall projection was cropped to fill a specially made butterfly-shaped screen with interactive video. Custom projections were provided by VIM that included Wynn Casino chips that could be kicked aside to reveal \$100 bills underneath. Working closely with the Wynn lighting and design staff and event design firm Destination by Design, the Vortex team seamlessly integrated the interactive displays into the custom décor of the event.

VIM CEO, Matt Fannon, said of the event, “This is truly a landmark event for VIM in that it is the first time that gesture interactive displays have been used to this extent in the Las Vegas events market. We believe that this is just the tip of the iceberg for this technology being used for these types of projects and VIM is perfectly positioned to continue to deliver.”

VIM President and CTO, Ed Lantz, discussed the technological aspects of the project, “This project was directly in our sweet spot as it required a high degree of hardware and programming customization to meet the Wynn’s requirements. This type of custom design and integration is what we do best and we enjoy the challenge.”

### **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](http://www.vorteximmersion.com).