



Vortex Immersion Media Agrees to be a Founding Sponsor for New Industry Association: IMERSA

Las Vegas, NV – November 1, 2008 – We are proud to announce that Vortex Immersion Media (“VIM”) has joined with a number of other companies as a founding sponsor of IMERSA or Immersive Media Entertainment, Research, Science and Arts (www.IMERSA.org). VIM is committed to furthering these fields and is contributing in an ongoing basis to assist IMERSA in website development, marketing, organizing industry events such as summits and tradeshow and expanding exposure to the immersive display and media industry as a whole.

IMERSA is an international professional association advancing the art, science, profile, integrity and common interests of large-format digital immersive media and group interactive entertainment and cultural experiences including (but not limited to) immersive digital theaters and digital dome (fulldome) planetariums.

VIM’s participation in IMERSA represents a tremendous opportunity to gain market exposure, participate in creating industry standards and grow the talent pool of content producers, technicians, project managers, engineers, software developers and other specialists in this growing field.

VIM CEO, Matt Fannon, said recently of the participation in IMERSA, “We are excited to join with an esteemed group of companies in the immersive display industry to help create what we hope to be the one-stop resource for anyone interested in learning about this field. We hope to provide assistance in helping IMERSA to grow into a robust social network, informational resource, collaborative environment and meeting place for the industry.”

IMERSA was launched last year at the International Planetarium Society conference in Chicago, IL. Announced there by co-founder Dan Neafus of the Denver Museum of Nature and Science, IMERSA is an “international professional association advancing the art, science, profile, integrity and common interests of large-format digital immersive media and group interactive entertainment and cultural experiences including (but not limited to) immersive digital theaters and digital dome (fulldome) planetariums.”

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



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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, tradeshow, 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.

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www.IMERSA.org