



## **Vortex Immersion Media Aligns with Top “Markerless Motion Capture” Manufacturer**

**Las Vegas, NV – January 15, 2009** – Vortex Immersion Media, Inc. (“VIM”) announced today that it is aligning itself as a development partner with an industry leader in the field of markerless motion capture technology, paving the way for future product development in the Vortex VR Nightclub venues and associated technologies.

Markerless motion capture technology improves every step of the character animation process by capturing movements in real-time - without the use of tracking devices or cumbersome body suits - and streaming clean tracking data directly into graphics software.

Working with one of the top manufacturers, VIM will deliver compelling live interactive experiences using this fledgling technology in unique and exciting ways, including gesture-based animation of branded characters, photonic go-go booths, and gesture control of virtual-world avatars in real-world environments. The possibilities for experiential marketing and themed attractions are endless.

VIM President and CTO, Ed Lantz, said of the alliance, “We are excited to see this technology emerge onto the market and in a robust and expandable platform that we can build upon. VIM has targeted this technology for some time for integration into our VR Nightclub systems but had planned to have to do quite a lot of software development to meet our requirements. Our new partners have perfected the technology and will be a tremendous resource for integration into our systems going forward.”

### **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).