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Contact:

Mark Robinson
Edwards Technologies, Inc.
Ph. (+1) 310-536-7070 ext. 129
Mobile: (+1) 310-529-1946
markr@edwardstechnologies.com

Aquarium of the Pacific Debuts 3D Digital Cinema

ETI teams with Panasonic and nWave to bring PandaVision to the silver screen

EL SEGUNDO, CA — This April, the Aquarium of the Pacific in Long Beach, California will unveil a new 3D digital cinema experience powered by the Panasonic Digital Cinema package designed and installed by Edwards Technologies, Inc. (ETI).

The new attraction will feature nWave Pictures' latest release, PandaVision. Produced in partnership with the World Wildlife Fund, PandaVision takes audiences on a journey to the most environmentally sensitive areas of the planet to explore the challenges of habitat preservation in an entertaining and meaningful new way.

The Panasonic Digital Cinema package was designed to provide a cost-effective 3D cinema solution for venues with theater or auditorium spaces seating 50 to 450 guests.

In Long Beach, ETI will convert an existing 180-seat 2D theater to a 3D cinema experience with 5.1 surround sound that will also be available for lectures and multimedia presentations.

"It's the perfect solution for the aquarium," says ETI President Brian Edwards. "We're building a guest experience like no other, that will really optimize their use of space."

(more)

The Aquarium of the Pacific is the first aquarium to create a guest experience driven by 3D digital cinema technology, representing a greater trend by museums, zoos and aquariums toward creating entertaining experiences that both educate and attract visitors.

In response to this trend, ETI has leveraged its relationship with Panasonic and nWave Pictures to provide a complete hardware, content and system integration package to educational and entertainment venues. In addition to PandaVision, a full library of 3D film titles are currently available and in production from nWave.

“We have made a clear commitment to produce a new genre of 3D films designed to educate audiences in the most entertaining way possible,” says nWave President Charlotte Huggins.

The three companies plan to demonstrate the Panasonic Digital Cinema system at this years IAAPA, ASTC, AZA and AAM conferences, and at select venues throughout the country using a traveling demonstration theater.

About Edwards Technologies, Inc.

Founded in 1984, Southern California-based Edwards Technologies, Inc. (ETI) provides audio, video, lighting and show control systems for corporate, civic, entertainment and retail venues. ETI-designed systems are enjoyed literally every minute of every day someplace on the planet, including Universal Studios, LEGOLAND Parks, Nike World Campus, Volkswagen’s Autostadt, the NFL, Fort Worth Zoo, and the Chicago Museum of Science and Industry.

About Panasonic

Best known by the Panasonic brand name, Matsushita Electric Corporation of America is the principal North American subsidiary of Matsushita Electric Industrial Co., Ltd. (NYSE: MC) of Japan, one of the world’s largest developers and producers of innovative electronic and electric products for consumer, business and industrial use. For more information on Panasonic, visit: www.panasonic.com.

About nWave Pictures

Founded in 1994 by Ben Stassen, nWave Pictures is the first fully-integrated digital studio in the world specializing in the production of immersive content for large-format theaters, motion simulators and 3D attractions. The company offers the largest library of independently produced ride films and attractions available non-exclusively in all film and video formats, including 8 perf and 5 perf 70mm to HD and standard video.

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