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Contact:

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

LEGO® Debuts 3-D Digital Theater

ETI Leverages Digital Cinema Technology to Maximize Versatility

EL SEGUNDO, CA — This spring, LEGO® will debut the world's largest 3-D digital theater at LEGOLAND parks in the United States, England, Germany and Denmark.

LEGO's choice to use digital cinema over traditional film allows the company to make scene changes quickly and easily, based on audience response at each of its theme park locations.

The new theater will incorporate a high-definition digital projection system and custom audio designed and installed by Southern California-based Edwards Technologies, Inc. (ETI), who is also providing the in-theater special effects.

"By leveraging digital cinema technology, we're allowing LEGO to more easily make content modifications, which could include sponsor expressions and product placements," says ETI President Brian Edwards.

With a 36-foot-wide screen, LEGO's new 3-D digital theater is not only the largest ever built, but also the most powerful, outfitted with two 12,000-lumens Panasonic large-venue projectors

"The project required a projection system with enough power to produce brilliant color, even when viewed behind 3-D glasses," says Edwards. "Panasonic makes one of only a handful of projectors capable of managing the job."

(more)

By adding special effects that follow the on-screen action, LEGO's new theater is designed to engage audiences with a truly immersive experience, according to Martin Zurauskas, LEGO's senior director of project development.

"The LEGO brand is about stimulating the imagination," says Zurauskas. "The new LEGO theater will combine 3-D digital imaging with special effects like wind and water to create a guest experience that goes beyond the imagination."

The new LEGO 3-D movie will be produced by Los Angeles-based SimEx Digital Studios, a division of SimEx, Inc., specializing in large-format and specialty films incorporating synthetic photographic effects.

About LEGO

The family-owned LEGO Company, founded in Denmark in 1932, is the world leader in providing quality products and experiences that stimulate children's creativity, imagination and learning. It does so through playful activities that encourage hands-on, minds-on creation, fun, togetherness and the sharing of ideas. By 2005, the company wants the LEGO brand to be the strongest in the world among families with children.

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.

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