

3-D Panasonic Digital Cinema:
the future is within your reach...



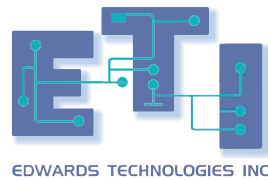
crystal clear digital high definition 3-D projection

Panasonic®

incredible 3-D content



state-of-the-art theater and systems design



Audiences have always loved 3-D entertainment because of its ability to make moviegoing a special event.

Venue operators have also enjoyed the benefits of 3-D through increased attendance and interest from customers who can't get enough of the immersive 3-D experience. Typically, however, the systems needed to exhibit 3-D films have been complicated, cumbersome, and expensive to buy, install, and operate. These costs have seriously diminished the revenue benefits of 3-D presentations.

A new business opportunity...

Entertainment industry leaders **Panasonic**, **ETI**, and **nWave Pictures** have teamed up to create a new, fully-integrated, customizable digital 3-D high-definition cinema system. Maximizing the potential of digital technology, this system has been specifically designed to make 3-D cinema an affordable entertainment solution for museums, entertainment centers, corporate and retail environments, and theme parks.

Panasonic provides digital projectors that offer the latest technological advancements in digital high definition 3-D projection and picture quality.

nWave Pictures provides 3-D content with an ever-expanding library of incredible films that maximize the immersive nature 3-D cinema.

ETI provides theater design and systems integration, bringing years of experience to the forefront of the digital entertainment movement.

Most importantly, the package is customizable, allowing you the freedom to install in existing venues or in venues that are still on the drawing board. Operators will now be free of issues that have plagued 3-D theaters since the beginning. Overwhelming film print costs, not to mention the physical space needed to store prints, will be a thing of the past. Hard to find mechanical parts will no longer need to be replaced and film breakage and re-syncing will be a quaint memory. Best of all, because the system is digital, your audiences will be able to enjoy a non-degrading pristine picture that always looks as good as the first time it was projected.



Overview

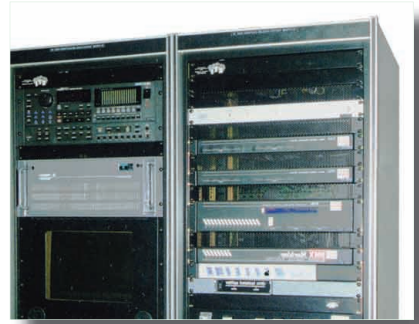
The underlying technology for the Digital High Definition 3-D Cinema system is the culmination of years of research and development by two industry leaders.

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.



Founded in 1984, Southern California-based Edwards Technologies, Inc. (ETI) provides multi-sensory technology solutions for museums, corporate and retail environments, entertainment centers, and theme parks. ETI-designed systems are enjoyed literally every minute of every day someplace on the planet, including Universal Studios theme parks in California, Florida and Japan; LEGOLAND theme parks in Denmark, England, California and Germany; the International Spy Museum in Washington, DC; Volkswagen Autostadt in Germany; Nike World Campus in Oregon, the Fort Worth Zoo; and the Chicago Museum of Science and Industry.

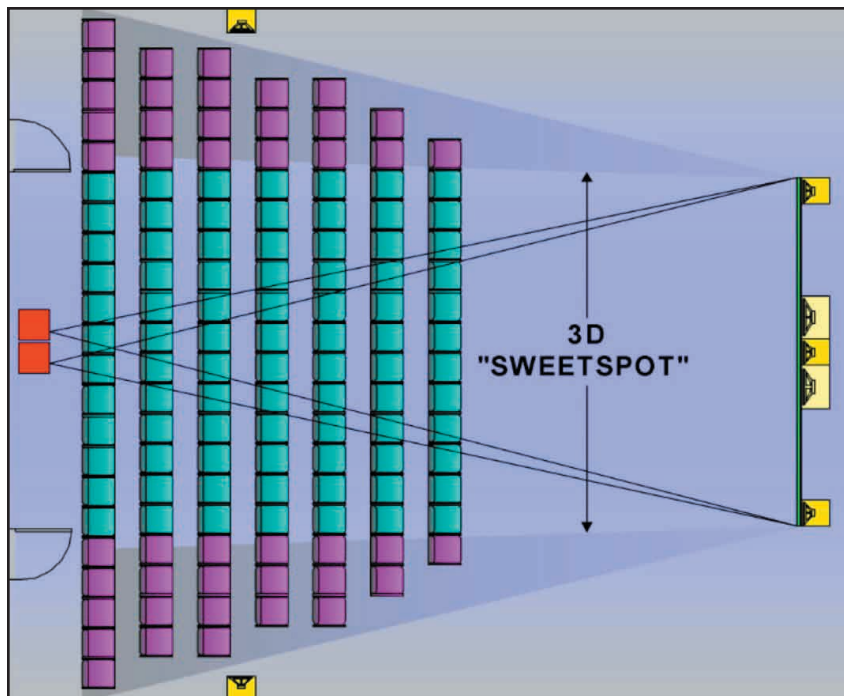
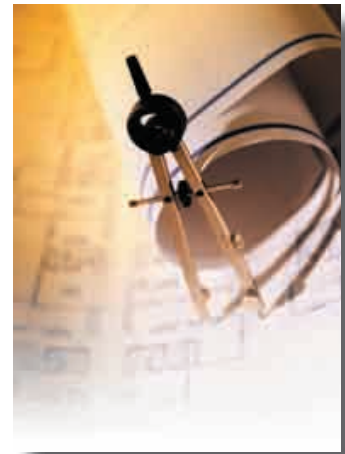


technology

Panasonic Digital Cinema
3-D Theater Layout - 100-250 seats

Theater features at a glance:

- 100-250 Seat Theater
- 2000-3000 sq. feet
- 3:4 Aspect Ratio (up to 30 foot wide screen)
- Dual 6,000 lumen DLP Projectors
- 5.1 Surround Sound
- Optional In-Theater Effects (wind, fog, water, snow, etc.)



l a y o u t

To ensure the highest quality 3-D experience for your audiences, nWave Pictures offers a growing number of attraction films (10-15 minutes).



PandaVision (10 minutes, 3-D/4-D)

Take a fresh look at our shared world as the amazing animal life in three diverse environments comes to life in stunning detail. Featuring animals from the Arctic Circle, Coral Reef, and Tropical Rainforests of Borneo.

3-D Mania (15 minutes, 3-D)

Learn about the history and evolution of 3-D photography and 3-D cinema as “in your face” effects merge with entertaining demonstrations of the 3-D technology that will both delight audiences and have them clamoring for more.

Alien Adventure (15 minutes, 3-D)

Come face-to-face with a tribe of space gypsies as they search the galaxy for a new home and mistakenly identify a soon-to-open theme park as a potential area to colonize—that is until they stumble onto some of the rides...

Haunted Castle (20 minutes, 3-D/4-D)

Perched atop a seaside cliff, a deserted grand castle awaits your visit. Once inside, you’ll be chilled to the bone as the mysterious dwelling of doom begins to take on a life of its own as spirits materialize and challenge you to find a way out...

Haunted Mine Ride (15 minutes, 3-D/4-D)

Watch yourself! This old, dilapidated mine is a hotbed of mystery and suspense carved out of sacred ground. Hopefully you’ll make it out in tact...

Ocean Jungle (12 minutes, 3-D)

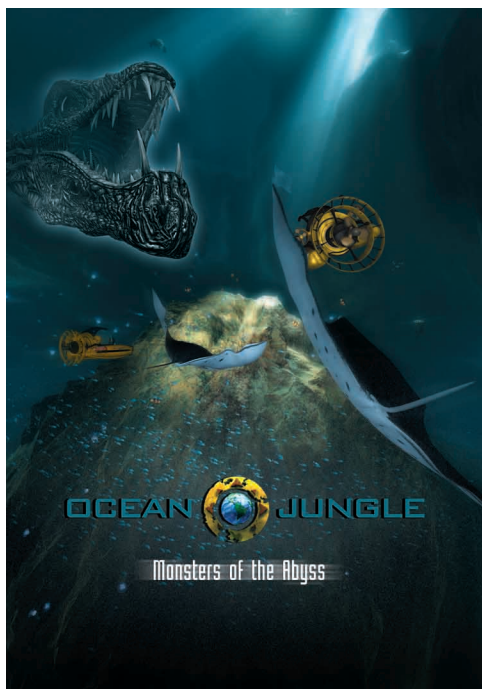
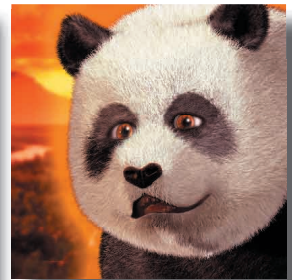
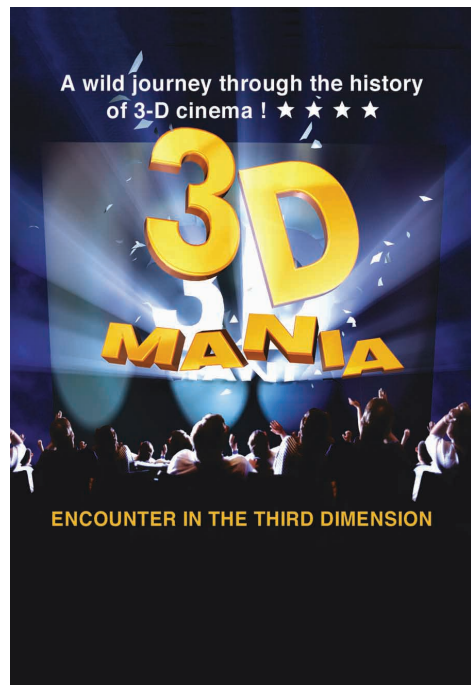
The deep waters of the ocean abyss become a feeding zone for a group of genetically engineered prehistoric sea-mammals that break free from captivity. Hopefully you don’t taste too good.

Bugs! (3-D) - *Coming Soon*

Blue Magic (3-D) - *Coming Soon*

Dino (3-D) - *Coming Soon*

3-D Library



Equipment

- Panasonic DLP HD 3-D Projectors (5000, 6000, 12,000 Lumens available)
- Silver 3-D Screen up to 30 feet wide with a 3:4 aspect ratio
- Digital Surround Sound System
- ETI HD Video Server



Services

- Site Evaluation and Design Documentation Services
- Project Management, Shop Fabrication, Programming
- Installation, Supervision, Adjustment, Training
- Warranty, Ongoing Maintenance and Emergency Services

Options

- Lease or Purchase Packages
- Multi-Purpose Capabilities
- In-Theater Special Effects

Content

- Immersive 3-D “experiences” by nWave Pictures

the package

For a relatively low start-up cost, the value of adding a digital high-definition cinema theater to your existing venue or establishing a digital high definition cinema theater in a new venue is considerable. Consider the benefits:

- ✓ Panasonic's new 3-chip HD DLP projectors are quickly becoming an alternative to traditional film.
- ✓ A cost-effective and space-efficient option for museums, institutional and entertainment venues, visitor centers, and theme park attractions.
- ✓ Provides a crisp, bright and impressive 3-D image on screens up to 35 feet wide without degrading over time like film or videotape.
- ✓ Provides multi-use opportunities for queuing monitors, signage, exhibits, kiosks, as well as video presentations for corporate events, etc.
- ✓ HD servers offer a single piece of hardware with multiple channels to supply high-definition video and audio to other locations within a facility.
- ✓ Reliable, easy to operate and offers a long-term maintenance cost that is lower than film or video playback systems.
- ✓ Variety of software titles to choose from to best suit your venue.
- ✓ Typical 15-minute program length allows for high throughput with up to 3 shows per hour.



benefits