



**For Immediate Release  
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## **Showscan announces Worldwide Upgrade Program**

*Existing Showscan customers and new customers upgrade simulators with new technology and 4D effects.*

**HOLLYWOOD – Nov. 24, 2004 – Showscan** has recently upgraded a number of worldwide venues to new technology.

In Asia, a number of customers in different territories adapted to state-of-the art technology to keep in pace with the latest trends. In Thailand, Royal Garden opened the new 3D film Haunted Raceway, introducing new audiences to this newly created c.g.i. attraction.

In Sri Lanka Showscan has just opened its first 24 seat 4D Special Effects simulator, showing five of its most popular films, Street Luge, Devil's Mine Ride, Haunted Raceway, Robo Soldier and Big Bad Bugs.

One of the largest parks in Latin America, Playcenter in Sao Paulo, Brazil, was recently converted to the Showscan network, and upgraded to show the popular live action attraction, Street Luge, with extremely positive results.

In the USA, Ripley's Believe it or Not started showing Robo Soldier in 3D in three separate venues, located in Niagara Falls, Myrtle Beach (South Carolina) and Gatlinburg (Tennessee). The Ripley venues were very pleased with audience reaction and the realism of the 3D effects. ***"Robo Soldier 3-D is one of those unique films that combines everything we want. It has a well developed story line, excellent effects, and most importantly lots of action!"***, says David Hill of the Ripley's group.

The above venues, added to the premiere European venue of Babelsberg Film Park (in Potsdam, Germany) as well as Japan's largest simulator at Ocean Dome (Miyazaki) signal a recent expansion for the Showscan network of theatres. Showscan is currently negotiating for four more venues by early January, including new territories such as India and Russia.

Showscan is a market leader in motion based simulation attractions. Over 70 venues worldwide uses the large format projection systems either digital or film. Showscan provides a full library of 2D, 3D and special venue films.

Entertainment Resource GmbH is the European partner for Showscan. Entertainment Resource develops technology for motion based attractions and have converted numerous venues into 4D attractions, including Babelsberg in Germany and Ocean Dome in Japan.

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