

New Mass Effect 4D Attraction Developed by 3D Live Will Transport Amusement

California's Great America and BioWare collaborate with experts in creating immersive.

SANTA CLARA, CA. MAY 10, 2016 – 3D Live, the leaders in stereoscopic 3D LED technology, has excelled at turning imagination to reality. The debut of the new 4D amusement park experience “Mass Effect™: New Earth”, at California's Great America amusement park in Santa Clara on May 18th, marks another milestone. 3D Live, in collaboration with BioWare™ (a studio of Electronic Arts) and Cedar Fair (parent company of California's Great America), have created an experience that will allow park guests to directly participate in the universe of the critically acclaimed game franchise.

Guests will travel through space to a distant planet, face off against bigger than life adversaries and ultimately help save the day. Mass Effect is an award-winning science fiction role-playing video game series that has been met with critical acclaim globally. Fans and critics alike have lauded the game for its rich tapestry of story, character development and action. The new attraction is the culmination of close collaboration between the 3D Live team, BioWare and California's Great America.

A New Frontier for 3D Technology

Although rudimentary 3D experiences are in widespread use today, most suffer from several major limitations. Unlike the projected 3D typically used in a movie theater or standard 4D attraction, 3D Live's stereoscopic LED panels send polarized light straight to the viewer's vision instead of bouncing it off a silver screen. This new LED tech produces a more impactful and immersive 3D effect surrounding performers onstage with brighter colors and truer blacks than projection.

“Our technology affords the actor the ability to physically interact with holographic-like virtual environments,” explains Nathan Huber, Chief Executive Officer for 3D Live. “The performer or participants directly interact with the visuals, without casting a shadow or having projected images on their bodies. The result is a much truer augmented reality holographic experience.”

The gaming world was a natural fit for 3D Live's new form of augmented reality where digital visuals can be blended with live actors and other physical elements without the

need for a headset. 3D Live's technology is now making direct immersion in a gaming-based environment a reality.

"There's no truer sense of being part of the Mass Effect universe than being surrounded by the actors, ships and worlds," says Ryan Pardiero, Chief Operating Officer for 3D Live.

"Entertainment is converging quickly where the format of the media and the story being told Park Guests to a Virtual World experiences to develop a first-of-its-kind attraction have a direct impact on the user experience. Whether its gaming, live music events, theme parks or any exhibit, the team at 3D Live can create a custom environment that will leave the participants speechless."

Photos:

https://www.dropbox.com/sh/xwrm8xek401mp28/AACFP7lrSBUHyJPe_i__hl7la?dl=0

"Inside the Technology of Mass Effect: New Earth" video:

<https://www.youtube.com/watch?v=CLfhY1gyc64>

Technology + Design

Every company has differing needs, and 3D Live can mix and match to fit their exact needs. Customers needing soup to nuts assistance will benefit from 3D Live's experienced technicians and creative producers. To better serve the different variety of clientele, the company is formally creating a division for creative services known as AXO under the 3D Live umbrella. Customers with in-house creative design teams can also rent 3D Live's technology for use in bringing their concept to reality.

Notable projects include the augmented reality environment for Lucent Dossier Experience at Coachella; the El Capitan pre-show for Pixar's smash hit "Inside Out"; along with "Cry Out: The Lonely Whale Experience" conceived by 3D Live, Dell, Adrian Grenier and the Lonely Whale Foundation.

Watch a 2 minute video about 3D Live at <https://vimeo.com/105999923>.

About 3D Live

3D Live is pioneering technology that will change live entertainment as we know it. From their studio in Los Angeles, 3D Live is creating the next revolution in stereoscopic 3D LED technology, virtual reality and immersive experiences. The company offers flexible

solutions, from renting their patented 3D LED technology, to a full turnkey solution that can include any combination of the creative direction, set design, lighting or DJs. 3D Live can also work alongside existing in-house design production teams to turn their concepts into reality. As the demand for VR, AR and immersive entertainment grows, 3D Live's unique creative and technical expertise combined with their exclusive tools leaves them poised to shake up an industry. Learn more at <http://3dlive.tech>.