



VIZOO ANNOUNCES CINEMA SCENE MARKETING AS SOLUTION PARTNER

Appointment makes Cinema Scene sole provider for United States

KANSAS, May 15, 2006 – Cinema Scene Marketing, the leading cinema and marketing services agency for the motion picture industry, has been appointed a viZoo solution partner, making them an exclusive provider for the United States. Now a one-stop-shop for all viZoo products, Cinema Scene offers sales, installation and content production for VideoLogo™, Free Format™ and Cheoptics™. “Cinema Scene is very excited about our relationship with viZoo and the prospects of delivering these very unique and impactful marketing and promotional tools to the entertainment industry and beyond,” said Joe Ross, managing partner of Cinema Scene. “viZoo is THE product line that can create that valuable connection between brands and consumers via the breathtaking 3D technology. Inevitably, the end result for marketers is the lasting impression that is delivered to their core audience.” With operations in Los Angeles, Kansas City and New York, Cinema Scene will utilize viZoo as part of their ongoing effort to bring new and unique opportunities to clients.

VIDEOLOGO

Uses rear projection technology coupled with a patented content creation process to deliver a compelling display in virtually any environment day or night. Custom or repurposed content is presented on customized, luminescent screens that seem to float in mid-air.

FREE FORMAT

Video is realistic, free-floating 3-D video hologram projected on a seemingly invisible screen delivering a virtually real experience for any event, storefront or exhibit. Computer graphics or real-life images can be projected life-size and beyond in full HD.

CHEOPTICS

Delivers a 3-D product hologram that can be viewed from all sides and in any light condition.

Encased in a customizable tower and with the ability to interact with the video through interfaces,

Cheoptics brings life to products anywhere people are gathered.

About Cinema Scene

Cinema Scene Marketing, LLC (CSM) is an entertainment marketing agency for innovative promotional and brand awareness campaigns. The worldwide leader for cinema-based marketing via the Cinema Scene Network, CSM extends its value via entertainment partnerships with global brands. Integration of customer-driven marketing strategies, award-winning creative solutions and advanced marketing technologies deliver non-traditional marketing solutions returning measurable ROI for entertainment properties. CSM drives value for global clients including Sony, Warner Bros., Disney, Twentieth Century Fox, Coca-Cola, Kodak and Sprint/Nextel via offices in Los Angeles, New York and Kansas City. For more information, visit www.cinemascenemarketing.com.

About viZoo

viZoo A/S was founded in Copenhagen, Denmark by Peter Simonsen and Morten Corell together with a Danish branch of the international ad agency group, WPP International. Three patents and two years older, viZoo is expanding rapidly through a global network of distributors and solution partners. Major brands, ad agencies and event makers around the world have already realized the potential of the viZoo philosophy and product line. For more information, visit www.vizoo.com.

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