

FANTASM 3D

For Immediate Release

Contact:

Ralph Watson
CEO – Fantasm 3D LLC
(734) 945-4616
r.watson@fantasm3d.com

Fantasm 3D - A New Company for the Future of Media

Ann Arbor, Michigan (January 18, 2010) - Fantasm 3D believes in turning challenges into opportunities. With television advertising at its lowest level of effectiveness in history, Fantasm 3D believes this is an opportunity for companies and artists to take advantage of the up to 244% higher retention rates offered by 3D HoloProjection™ content. Fantasm 3D also sees a challenge faced by many companies, as they try to appeal to new demographics of young people, especially those with a focus on tech-centered brands. This is another challenge that Fantasm3D believes can be turned into an opportunity by leveraging the fan bases of certain musical artists with the sensations created by cutting-edge 3D HoloProjection™ technology. Whether there is an artist looking to reach fans in a new media environment or an advertising department looking to better reach their audience, Fantasm3D can provide cost-effective, well-managed solutions to these challenges.

3D entertainment, although having been around for decades, is finally developing the quality of technology to hit the mainstream. This can be seen in both film and home entertainment with the recent successes of James Cameron's "Avatar," along with the upcoming 3D channels being developed by ESPN and The Disney Channel. 3D is projected to be the biggest step for the entertainment industry since the emergence of color film almost one hundred years ago. Fantasm 3D is ready, having spent the last year aligning itself with industry leaders in technology and distribution, to take this step forward and become a major player in this new frontier.

Specializing in original 3D content production, 2D to 3D digital film conversion, and destination theater, Fantasm 3D has capabilities to enhance media viewing experiences on many levels. Fantasm 3D's technology is unlike anything previously seen in the market and has the capability to revolutionize comfortable 3D viewing. Supplementing their access to this breakthrough 3D science, Fantasm 3D is committed to content. From creative conception to post-production, Fantasm3D manages the process to ensure the highest quality product.

Fantasm 3D is a homegrown, Michigan-based company with a unique concept. It is no secret that Michigan has faced hardship over the last couple decades, culminating with the most recent economic downturn. Fantasm 3D sees Michigan reinventing itself, with the advent of the film industry incentive program, and Fantasm 3D is prepared to step in stride. When asked why he turned down offers to move Fantasm 3D's headquarters to LA or Atlanta, CEO Ralph Watson had to decline. Mr. Watson stated, "To be able to create opportunities in my home state of Michigan that translate into real jobs for the people of Michigan is a huge motivation in my decisions." Fantasm 3D is just as committed to success for the state of Michigan as it is focused on creating its own successes in the emerging landscape of 3D cinema.
