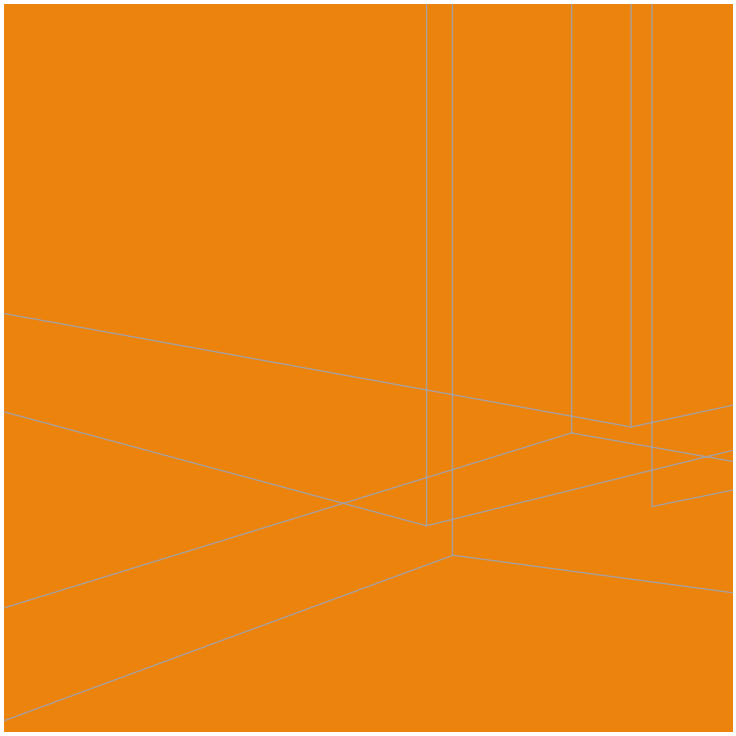
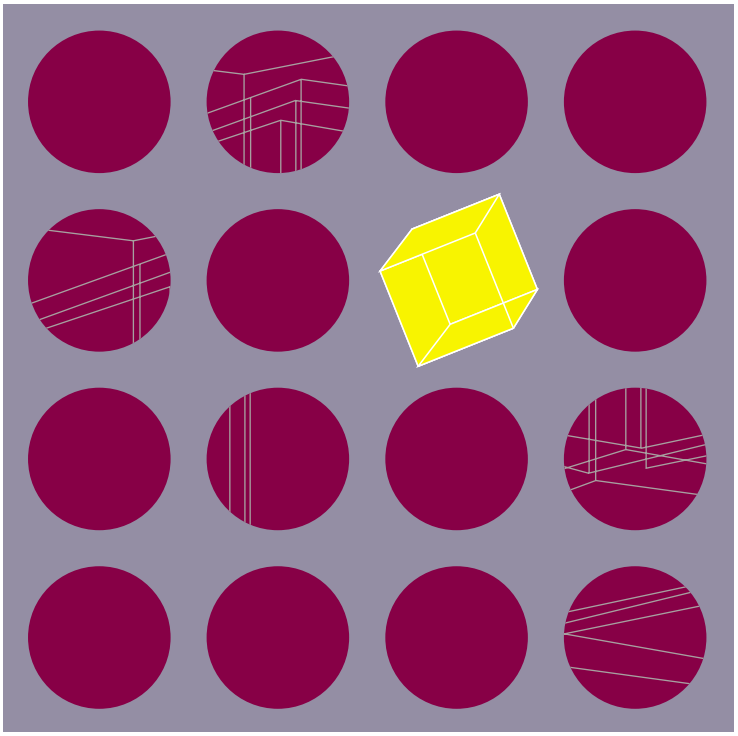


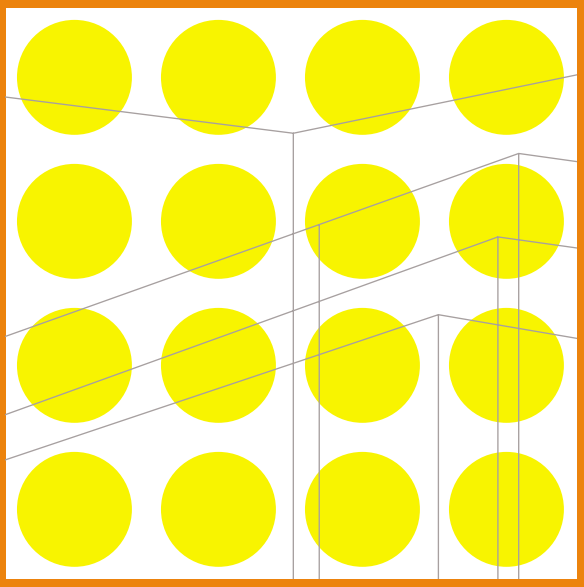


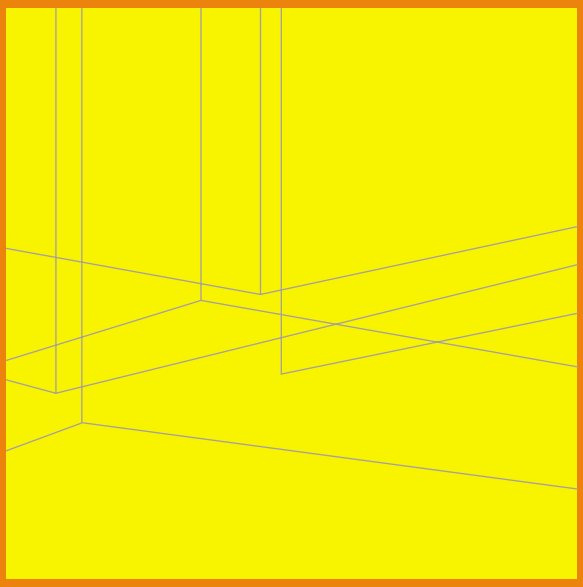
DIMENSIONAL MEDIA™
ASSOCIATES, INC.

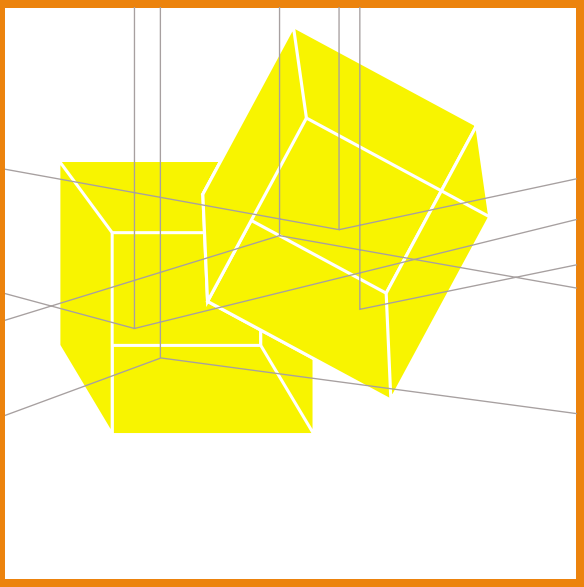
the new 3D

SEEING AROUND THE WORLD™

Everything you thought you knew about 3D imaging has changed forever and the catalyst is **DIMENSIONAL MEDIA™**, the developers of High Definition Volumetric Display (HDVD®), the revolutionary technology that delivers full color, full motion video in free space. Product messages, entertainment programming and timely information is seen in space free of screens or other supporting surfaces. The image is engaging and invites interaction. Let Dimensional Media™ take your business to exciting new heights.



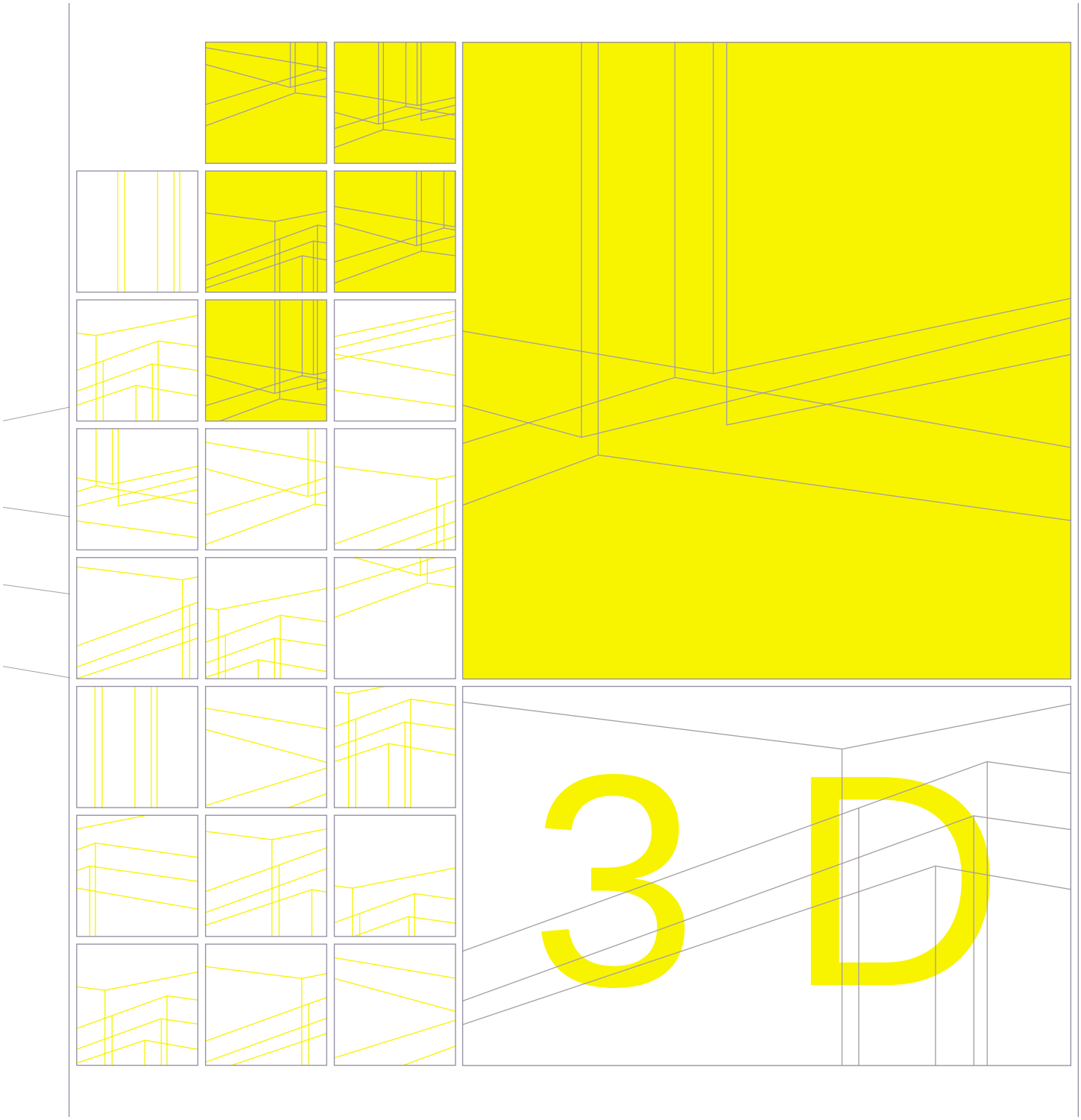




3D

SEEING AROUND THE WORLD™

the dimen-sional media™ way


3D

From the moment Dimensional Media™ burst upon the scene in 1994, we have been the leader in 3D technology and business solutions that employ 3D as a visual component. We trace our roots to a think tank formed to provide the US government with ideas on how advanced visualization systems could be used in science and medicine to accelerate product development and information analysis.

Dimensional Media's commitment to the advancement of 3D visual solutions has expanded well beyond the scope of our early days. Today we are the foremost provider of custom hardware and software solutions to an ever-widening client base. From science and medicine to retail and entertainment, the Dimensional Media™ catalogue of products and services has an infinite number of applications.

With an inventive approach to today's market and an eye to the future, Dimensional Media™ has assembled a one of a kind staff of professionals and strategic partners to service the needs of our clients. All are committed to meeting the challenge of providing dynamic visual displays. Dimensional Media™ will continue to meet the challenge of helping them achieve their goals well into the next century.

the dimen-sional media™ way

COMPANY HISTORY

Founded in 1994 and incorporated in 1996, Dimensional Media™ having served a wide client base, is positioned as the market leader in innovative 3D display. The 3D images can be viewed without the encumbrance of eyeglasses or virtual reality headsets or the need for projection screens.

Today, the company is on the verge of a major breakthrough in technology. This advance, to be known as Hypercube 3D Display™ will enable the accurate measure of the third dimension.

EXECUTIVES BIOS

Dimensional Media™ Associates, Inc. brings together entrepreneurial, technical, marketing and leadership skills. An extraordinary team of executives is led by Robert D. Summer, President. He has guided Dimensional Media's progress from pre-product research and development into full commercialization. Before joining Dimensional Media™, Robert Summer has presided a series of high-level positions in the entertainment industry. He has served as President RCA Records, CBS Records International, and later Sony Music International, a network of 42 global companies.

Summer has served as a chairman of the Recording Industry Association of America (RIAA) and Vice President and member of the Board of Directors of the International Federation of Phonographic Industries (IFPI). Robert Summer is a graduate of the School of Engineering, Carnegie Mellon University.

OUR MISSION

3D visualization capability to meet consumer and industrial demand in filmed entertainment, advertising, gaming, industrial design and simulation has progressed at a remarkable pace in recent years. Dimensional Media™ has taken the next step in visual science by freeing the image to be viewed in a free- floating spatial context.

Robert D. Summer qualifies the company's success as follows:

"It was our early vision that the ability to engage information in free space would create consumer and commercial demand. Our sales have been generated through the presentation of branded products such as Pepsi Cola, Palm Pilot and Reebok shoes at retail locations; museum installations at the Smithsonian Museum and the New York Federal Reserve, the Whitney Museum of American Art, trade show installations for Philips, Nintendo and BMW and various international projects for installation in Brazil, Malaysia, China, Japan, United Kingdom and France. Our current plans embrace Internet driven applications that allow the consumer to engage in a whole new world of e-tailing with full interactivity, and the introduction of a new advertising network that will surpass all known standards for message recall. In addition, thanks to a substantial breakthrough in technology, Dimensional Media™ will contribute to medical science and the military."

cyber-court network™

cyber-court network™

Introducing Dimensional Media's new CyberCourt Network™, a location-based Broadcast Advertising Island within public spaces. It features an array of different configurations of HDVD® systems that provide a highly entertaining and interactive marketing opportunity. Each CyberCourt Network™ installation is a part of a nationwide broadcast advertising network for public spaces such as malls, airports, and train stations. Combining our high impact HDVD® technology with rich, dynamic and interactive multimedia content, our proprietary Network produces a technologically supported internet entertainment experience, that builds brand recognition and sales response.

cyber-
court
network™

CHALLENGE

Malls are increasingly becoming entertainment as well as retail destinations. However, traditional public advertising media is losing effectiveness as a device to capture the consumer's attention due to familiarity and visual saturation. Today, retailers are adopting some form of interactive retail display systems to increase sales.

SOLUTION

CyberCourt Network™ combines interactivity, e-commerce, entertainment and services. With this network, Dimensional Media™ is offering mall operators, brick-and-mortar retailers and click-and-mortar e-tailers a new medium to advertise, provide value-added service, and great opportunities to gain brand recognition with the latest cutting-edge technology presented in the most entertaining fashion. Imagine a visual system with captivating, colorful images projected into space; a phenomenal way to re-invent a "stale" product, launch new products utilizing a new patented, innovative technology. These networked systems have the capability of utilizing local, regional and national advertising; in addition, media content can be updated regularly.

Dimensional Media's CyberCourt Network™ has a powerful ability to attract viewers with its novel and exciting 3-Dimensional images. Through motion detectors or other sensors, the system is designed to actively stop viewers in their tracks and create unbelievable recall. Once the viewer's attention is captured, the HDVD® systems allow them to interactively traverse a rich world of 3D computer graphics, sounds, and video files while the system simultaneously markets products and services and brands companies.

MECHANICS

In a manner similar to traditional media arrangements, ad space or time slots on a location-by-location basis are sold to companies to market their brands, products and services. Rich multimedia marketing content is designed by Dimensional Media™ or its media partners to make maximum use of the capabilities of the Network. Once advertisers approve content, it is securely transferred to the targeted CyberCourt Network™ destination computer through the Internet or other wide area network technologies.

TARGET LOCATIONS

- Public locations with heavy foot traffic such as malls, airports, train stations, sports arenas, parks, and public thoroughfares are ideal locations for CyberCourt Network™ installations.

PHYSICAL CONFIGURATIONS

HDVD® may be configured as:

- A large format display with motion sensors showing elaborate multimedia presentations.
- Large format display configured as a virtual stage to provide a forum for national simulcast media events such as exclusive concerts or a CyberCourt Network™ attractor showing music videos or other presentations.
- Small format systems with extensive interaction capabilities such as physical or virtual touch screens, video cameras, and voice and gesture recognition that can be used as advertising, games, virtual tours and directories.
- Small format transactional systems that allow viewers to electronically purchase goods and services from advertisers. Shoppers will be able to purchase non-traditional items such as flowers, insurance and other specially provided items. Systems will include a credit/debit card swipe, a receipt printer, which will also allow the immediate delivery of certain items such as tickets to sporting events, plays, concerts or airlines.

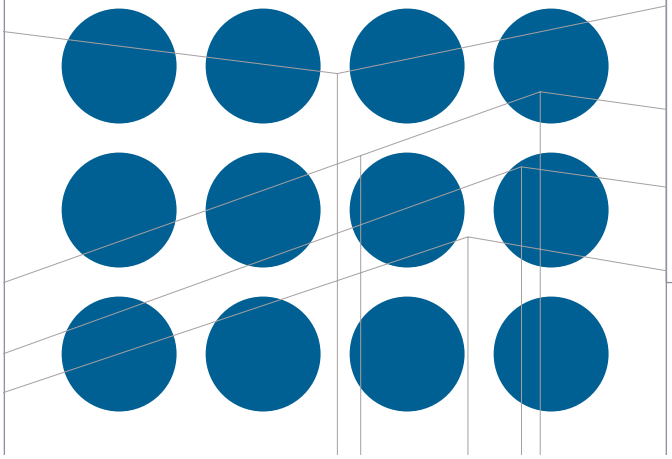
NETWORKING

- CyberCourt Network's connection to the Internet allows new content to be delivered and updated as often as desired by advertisers.
- On-site sourcing of content enables a very rapid system response to maintain viewer excitement and interest.

ADVERTISING

Eye catching, entertaining and engrossing…first impressions that make lasting impressions! Dimensional Media™ knows all about getting consumers' attention. Our HDVD® systems engage the target audience's full range of senses—sight, sound, smell and touch—to get the message across. Our displays are the answer to marketers' dreams.

- 3D time slots are sold by day, part and location as spots or for extended periods.
- Time slots may be times or periods of the day (morning, afternoons, evenings or nights), days, weeks or years.
- Locations may be local, regional, national or international.
- The client will storyboard the content; Dimensional Media™ will provide support when desired. In order to maintain a high level of integrity on our systems, we will manage content and work with the clients and their ad agencies to supply entertaining, cutting-edge media.



PHOTOGRAPHY: DAVID PRUITT

TOP LEFT: The M-40 DV (dual video) Interactive system with a touch screen

TOP RIGHT: Theatre System at Monastery @137 Greene Street, New York

BOTTOM RIGHT: The M-360 system displaying a fragrance bottle

3 D

- Advertisements may be purchased or leased in varying increments: daily, weekly, monthly and yearly time slots.
- Systems can be designed to host niche zones, diversified by age groups or ethnic groups.
- Content is dependent on time of day and special events:
  Morning: 8am–12pm—target non-working mothers with small children and seniors.
  Afternoon: 12pm–6pm—target non-working mothers, and teens.
  Prime: 6pm–12pm (closing time for mall business)—target all demographics and age groups but primarily working professionals and teens.

  Weekends
  Holiday Stunts: Special holiday events: Halloween, Easter, Christmas, Back to School Day, President's Day…etc., with special ads or programming.
- Special Events and Promotions: TBD—Virtual concerts, etc.

ENTERTAINMENT

As we enter the 21st century, Dimensional Media™ is in the front ranks of the battle for entertainment dollars. Whether you need a partner at your side or a worthy opponent to sit across the table, HDVD® is ready to bring a new dimension to the game.

- Theater Systems/M60/M80/M100—these large customized systems will provide a huge impact and entertain large crowds.
- Virtual Concerts—Imagine sponsoring a simulcast nationwide concert as a vehicle for co-promoting products. Sponsored events like this will definitely draw attention to your brand.
- HDVD® Video Games—The next thing in gaming is to bring arcade games to life! Play innovative games in 3D…experience the unbelievable as the game comes alive with projected images in thin air.
- Reinvent the Mall as not only a shopping destination but as a great family activity.

SERVICES

Shipping / Receiving Center

- A solution for shoppers who need a place to have shipments sent when not at home.
- Many e-commerce sites will only ship to the purchaser's credit card "Bill To" address.
- Convenience: our systems eliminate constraints to shoppers as to how much they can carry.

Credit Card Security

Our systems offer the highest level of security: Never fear that your Internet connection is unsafe; these systems have the ultimate security for you and your credit.

Full Body Scan

In a hurry or tired of trying on too many clothes searching for the perfect fit? With the Full Body Scan, you can relax and save time looking for clothes that fit you right. The scan will enable the consumer to see what size or brand will be right for them.

DEMOGRAPHICS AND STATISTICS

CyberCourt Network's connection to the Internet allows new content to be delivered as often as desired by advertisers. The intelligence of the Network's software and hardware combined with its Internet connection also allows the system to collect statistical and demographic data on viewers and their preferences and transmit that information back to Dimensional Media™ and ultimately to advertisers.

With the use of Dimensional Media's Card, you can know more about who is buying or not buying your products. After an initial registration, the consumer receives a bar code swipe card that will enable the user to receive special benefits such as reward points, discounts, kickbacks, and giveaways as well as supply market data.

- Web cams are another special feature permitting the client to see the consumers' reactions and see firsthand who is visiting CyberCourt Network™.
- Data can also be gathered with weight-bearing sensor pads. We can determine how many people are interacting with the systems at any given time and provide market data reports. Our systems will be equipped to identify certain demographics and capture age group and gender information.
- All products are accountable and statistical data is accessible 24/7 to assess product performance.
- All transaction-based systems will have tracking information for marketed products. Reports will be generated to establish relative popularity of products in the market.

LEFT: The M-23A (animatronic system) displaying a Palm Pilot at RCS Store on 48th Street & 6th Avenue, New York

BENEFITS FOR RETAILERS

- Get consumers out of the house and back in the Mall.
- SKUs are growing, retail space is shrinking, and demands to see more products are continually increasing.
- Create excitement about your company and increase consumer awareness of new product lines and services.

BENEFITS FOR E-TAILERS

- Considering that half the households in the U.S. do not own a computer and do not have access to the Internet, this is an excellent opportunity for e-tailers to reach a wider market.
- Consumers will feel more secure in purchasing with secured systems and faster connections.
- Lowers the cost of customer acquisition and draws consumers back to your site for additional shopping needs.
- Provides advertising for your site and branding for your company as a leader in e-commerce.

Additional HDVD® Applications:

ADVERTISING

Point of Purchase Displays

HDVD® produces breathtaking dynamic displays that can be tailored to any shopping audience. Maximize exposure by letting multiple images share the same prime display space.

In Theatre Displays

A natural progression from the flat movie screen, HDVD® brings coming attractions to life with one of a kind special effects. It leaves moviegoers with a lasting image of the show within the show!

ENTERTAINMENT

cyber-
court
network™

Location Based HDVD®

Dimensional Media's HDVD® system has captured the attention of visitors all over the world. From an interactive globe at the Smithsonian Museum of Natural History in Washington, D.C. to enhancing amusement park rides in Malaysia, our HDVD® systems have drawn rave reviews on a global basis.

HDVD® Video Games and Toys

Startlingly realistic 3D foreground images coupled with detailed backgrounds have allowed Dimensional Media™ to revolutionize the mind-expanding world of interactive video gaming. HDVD® not only sharpens the cutting edge that defines the video game industry, it also breathes new life into established titles and kick starts a new wave of interest in gaming classics.

INFORMATION SYSTEMS

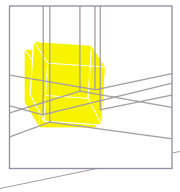
Catalogues

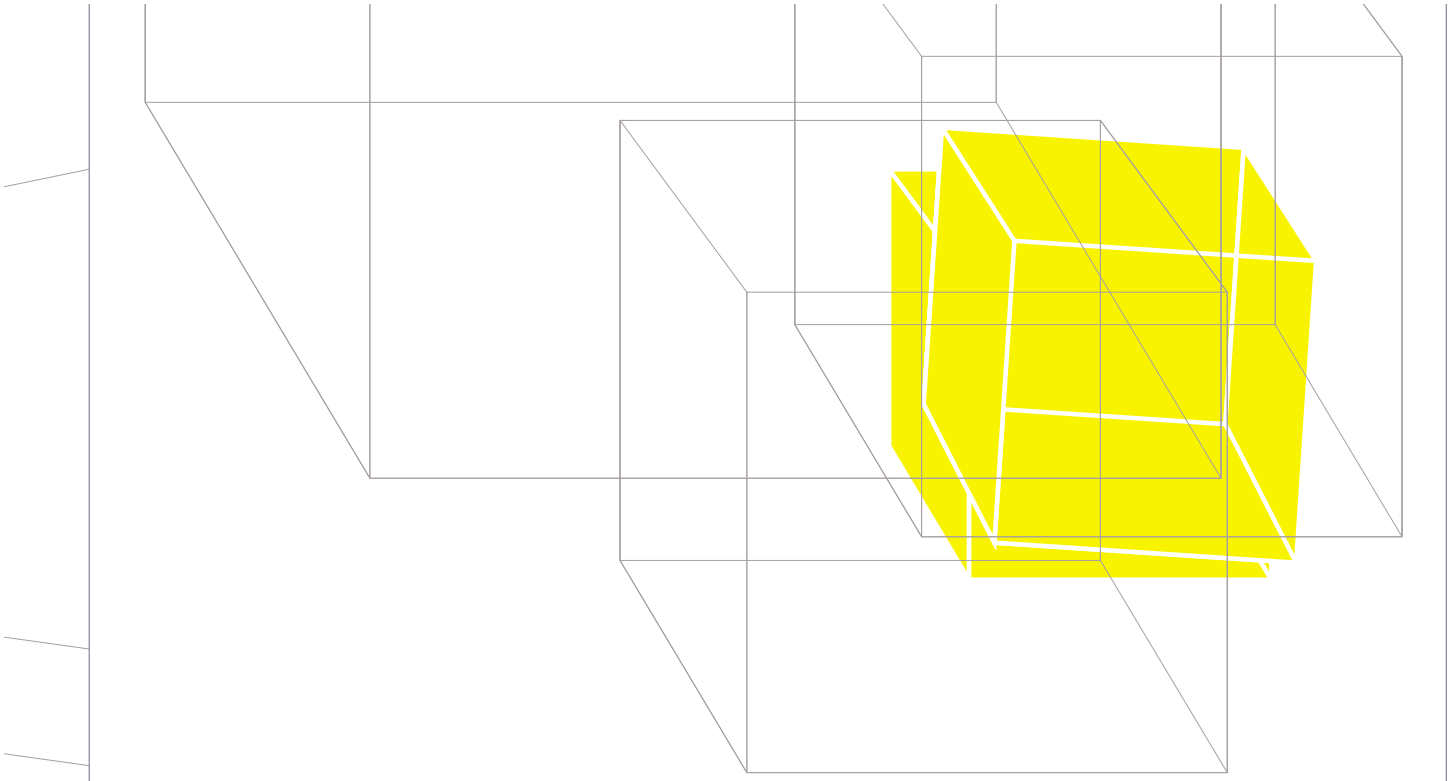
Dimensional Media's 3D catalogue solutions literally make your product line come alive. On-line catalogues allow shoppers to browse your store's cyberspace aisles. HDVD® enhances the experience by delivering merchandise samples for the consumer to touch, smell and hear in a compelling 3D environment that makes the catalogue a vibrant salesperson in its own right.

Information Directories

Want a mall directory that not only directs shoppers to your location but also whets their appetite for what they will see when they get there? Dimensional Media's HDVD® systems provide interactive direction pointers that will act as a roving ambassador for your store and as many associated advertising partners you want to sign on.

hyper-cube 3D display™





DIMENSIONAL MEDIA™

knows leadership in today's market means not standing still when new technological challenges arise. In response to the exacting, ever-increasing technology needs of the scientific and medical communities, Dimensional Media™ expanded the capabilities of the HDVD® system well beyond its original configuration. The result is the Hypercube 3D Display™.

Today's increasingly sophisticated computer applications produce copious amounts of three-dimensional information. From Computer Aided Design and Drug Design, to Medical Visualization and Air Traffic Control, these applications are amongst the most challenging and valuable ones for computer technology, and require the highest performance 3D visualization possible. The Hypercube 3D Display™ has been specifically developed for the most challenging 3D computer applications. By providing the viewer with true 3D images, Hypercube systems help to rapidly convert 3D information into viewer knowledge and understanding.

To further extend the inherent advantages of 3D images, Dimensional Media™ can add a tactile force feedback interface to the Hypercube 3D Display™. This feature allows the user to not only see 3D images but to touch and feel them as though they were real objects. This quantum leap in capability can be used to train surgeons, remotely operate robotic equipment and test prototype designs in a way that maximizes the users' inherent visual and tactile skills.

Some other Hypercube applications include:

Medical and Scientific Visualization

Applications in both medical training and scientific modeling that employ 3D visuals already abound. Hypercube technology will bring these applications to a much higher level and affords doctors and scientists much greater precision and accuracy.

Computer Aided Engineering and Design (CAE / CAD)

In areas ranging from automobile design to architectural renderings the addition of Hypercube technology will allow engineers and designers a new perspective on their visions, plus the opportunity to eliminate mistakes early and enhance productivity.

Computer Modeling and Animation

Oscar winning graphics and animation are now in the hands of computer programmers. Hypercube is truly a star that will play a leading role in revolutionizing how special effects are created and utilized as filmmakers continue to push the technological envelope.

Air Traffic Control

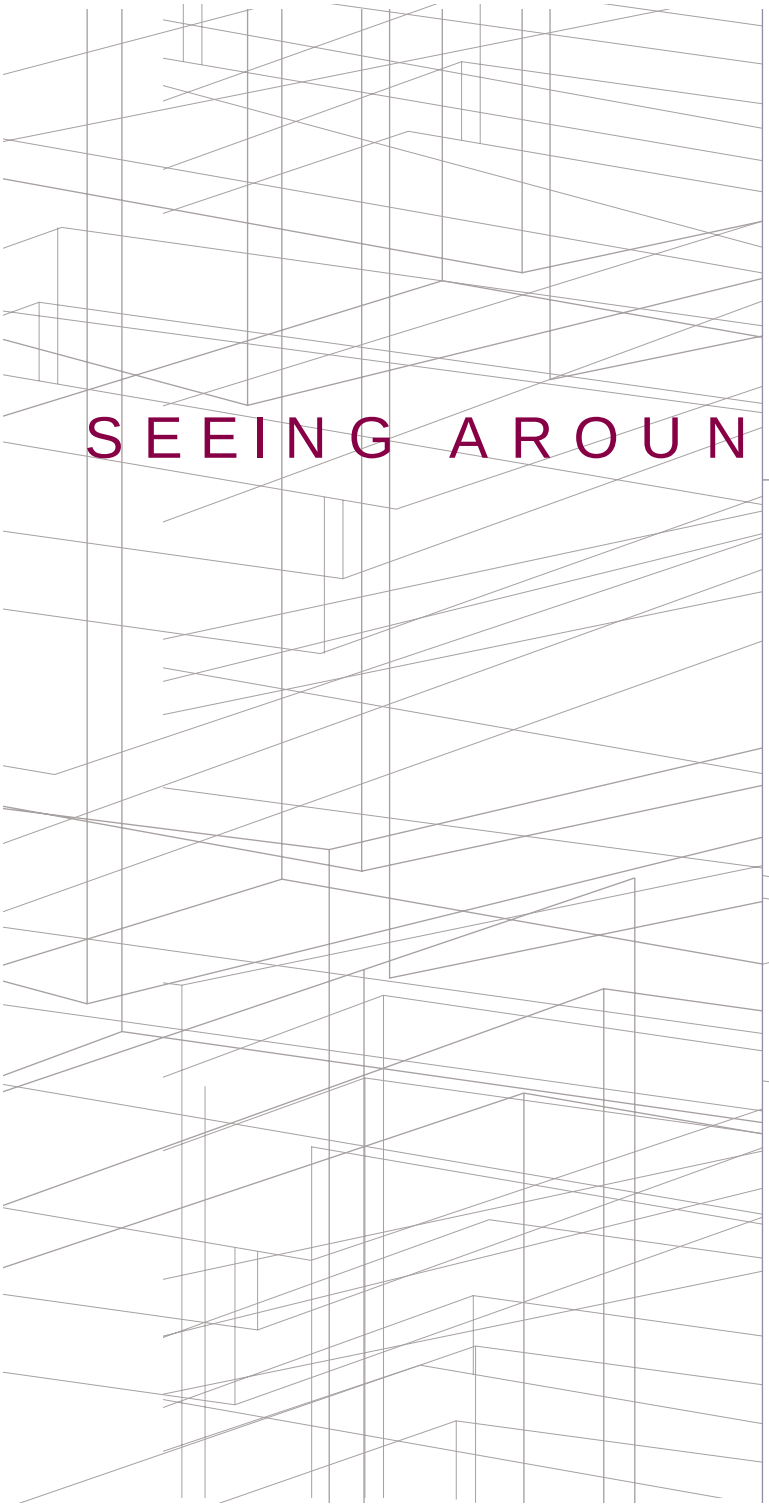
A 3D rendering of air traffic patterns is an obvious transition for this increasingly over-worked infrastructure. Hypercube is poised to take air traffic off the flat screen radar display and into an interactive 3D display that provides a more visually accurate picture of the situation in our nation's skies.

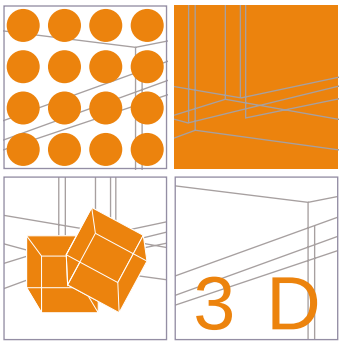
Military and Defense

The military battlefield of today is increasingly vertical in scope and dimension. No longer are tacticians and strategists able to confine themselves to a two-dimensional mapboard to plot a battle. A Hypercube image of the battlefield will provide headquarters a much more accurate view of what its mixed land and air force contingent is facing.

Consumer Applications

As Hypercube technology matures it will transition to more mainstream consumer applications. Imagine a football game played by 3D teams on your living room coffee table or a video telephone link that places an image of the caller across your desk. Hypercube and Dimensional Media™ are leading the way to a whole new world of 3D appliances.





SEEING AROUND THE WORLD™

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