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## MediaMation MX4D® debuts the world's first MX4D Motion & EFX Esports Gaming Theatre at E3 in Los Angeles

*MediaMation MX4D will unveil its turnkey, esports business plan in partnership with the legendary TCL Hollywood Chinese Theater and Hammer Esports during the E3 Expo in Los Angeles from June 13-15, 2017*

Torrance, CA (May 17, 2017) – MediaMation, Inc. (MMI), a US-based company and industry leader in immersive experiences for cinemas, theme parks and attractions, will debut its breakthrough [eSports](#) “theatre-to-arena” concept at the [Electronic Entertainment Expo \(E3\)](#), the world's premier gaming trade show, next month. The expo will be held at the Los Angeles Convention Center on June 13-15, 2017, and MediaMation will be exhibiting at booth #3233 in the South Hall.

MediaMation’s E3 booth will highlight its recently announced MX4D Esports Gaming Theatre concept, spearheaded by CEO Dan Jamele, and launched through a groundbreaking partnership with the TCL Hollywood Chinese Theatre and Hammer Esports, to combine the best of immersive entertainment and esports in a

world-class venue. The MX4D Esports Gaming Theatre will be the first of its kind, combining [MX4D motion EFX seats](#) and new pro modular gaming desk technology to create an esports arena for premium live events, tournament play and live streaming, where spectators can feel the action on screen, as well as enjoy a fully immersive 4D movie-going experience at night.

The MX4D Esports Gaming Theatre is slated to open at the TCL Hollywood Chinese Theatre in Q3 of this year, bringing esports tournaments and live events to Hollywood. MediaMation's debut at E3 marks the launch of Hollywood Esports with MediaMation as its technology partner. Through Hollywood Esports, MediaMation and its partners have plans to expand the MX4D Esports experience to cinemas, theaters, amusement parks, and other venues across its wide network of new and existing MX4D theatres in the US, China and worldwide.



*The e3 exhibit will feature MediaMation's trademark [MX4D® motion EFX seats](#) in a venue where players and spectators can engage in an immersive esports gaming experience.*

The E3 exhibit will feature MediaMation's trademark [MX4D motion EFX seats](#) in a venue where players and spectators can engage in an immersive esports gaming experience. Attendees will enjoy a full schedule of gameplay and competitions, featuring titles such as Vainglory and Overwatch. A GameMaster/DJ will orchestrate the motion effects seating with the gameplay, allowing spectators to feel the motion and intensity of the game itself while they watch.

Attendees will also have a chance to play on the stage themselves, and experience the thrill of competing in front of a live audience. Players will be set up with MediaMation's pro modular gaming desks, a breakthrough technology for theatres and other venues, providing a quick convertible system that can instantly transform any stage into an esports gaming venue. There will be competitive tournaments with prizes and giveaways for attendees, and the Hollywood Hammers Esports team will be on site throughout the show for competition with local pro-teams and meet & greets at the booth.

### **Turnkey business plan for the cinema industry**

MediaMation and Hollywood Esports have developed a turnkey business model to enable new and existing partners to join a global esports network, gain access to a wide array of esports programming and premium content, and generate new revenue streams. The MX4D Esports Gaming Theatre offers a modular system that will enable theatres to easily transform into esports arenas, with tournaments organized and hosted by Hollywood Esports. This is a full-service esports venue and programming solution for entertainment complexes and cinemas worldwide that guarantees an immersive, high-energy experience to engage new audiences and expand revenue opportunities.



*Dan Jamele, CEO, MediaMation MX4D*

“Our goal is to create an immersive and engaging esports experience that’s unlike anything available in the industry today,” said [Dan Jamele](#), CEO, MediaMation, Inc. Jamele continues,

“MediaMation is excited to bring the first MX4D Esports theatre to Hollywood and expand this concept nationally and internationally. esports continues to grow at a record-setting pace, and our turnkey system and best-in-class technology, paired with a global esports network, tournament play and premium esports programming will provide a new solution for

fan engagement across a wide range of venues, and we look forward to bringing this to life at E3.”

Hollywood Esports will be hosting an After Party during E3 in Los Angeles to celebrate its launch. The event is planned for June 14th and will be held at the TCL Chinese Six Theatres, and will be co-hosted by Soylent, DX Racer, MediaMation and Super Evil Megacorp. Gaming events and VR experiences will take place in the lobby. For invitations, please stop by the MediaMation booth (#3233) at E3.

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#### **ABOUT MEDIAMATION, INC.**

For over 25 years, MediaMation, Inc. has provided innovative technological solutions to the Cinema and Themed Entertainment market, and has expanded to the eSports industry in 2017. MediaMation is an interactive technology company and a worldwide, leading supplier and manufacturer of patented technology for 4D/5D Motion EFX theatres and seats, including its MX4D® Motion EFX technology, with over 200 installations worldwide. MediaMation also designs and implements turnkey creative solutions for complex shows, rides, exhibits, fountain shows, etc. for theme parks, zoos, aquariums, museums, cinemas and FECs. From concept to design, to installation, MediaMation provides turnkey solutions to creating state-of-the-art 4D theatres and themed environments. For more information, visit [www.MX-4D.com](http://www.MX-4D.com), follow [@MediaMationMX4D](https://twitter.com/MediaMationMX4D) on Twitter or [MediaMation, Inc.](#) on LinkedIn. For press inquiries, contact Amber Stepper, email: [amber.stepper@gmail.com](mailto:amber.stepper@gmail.com)

#### **ABOUT THE TCL CHINESE THEATRE**

The TCL Chinese Theatre, the iconic movie palace opened in 1927 by Sid Grauman, is celebrating its 90<sup>th</sup> birthday this year. Best known for movie premieres, red carpet events and handprint/footprint ceremonies, the Chinese Theatre has long been at the center of Hollywood and remains the beloved movie Theatre for many Hollywood celebrities. The TCL Chinese Theatre recently announced its plans to build a MediaMation MX4D motion and EFX gaming Theatre in the adjacent Chinese Six Theatre complex to host events in the first ever eSports Theatre of its kind—the home of the “Hollywood Hammers.” For more information, visit [www.TCLChineseTheatres.com](http://www.TCLChineseTheatres.com).

#### **ABOUT HAMMERS ESPORTS**

Hammers eSports mobile eSports teams in Vainglory, Clash Royale, and Critical-Ops have taken 1st place Championships around the world and are expanding further into popular PC titles such as Blizzard’s Overwatch. For more information, visit [www.hammerseSports.com](http://www.hammerseSports.com).