

# **Vortex Fulldome Studio and Digital Dome Events Venue**

**In Cooperation With:**

**Los Angeles Center Studios**



**Operated by:**

**Vortex Immersion Media, Inc.**

**May 27, 2010**

6344 Fence Post St., Las Vegas, NV 89148

Tel: 702.581.2999, Fax: 877.283.7466

[info@VORTEXImmersion.com](mailto:info@VORTEXImmersion.com), [www.VORTEXImmersion.com](http://www.VORTEXImmersion.com)



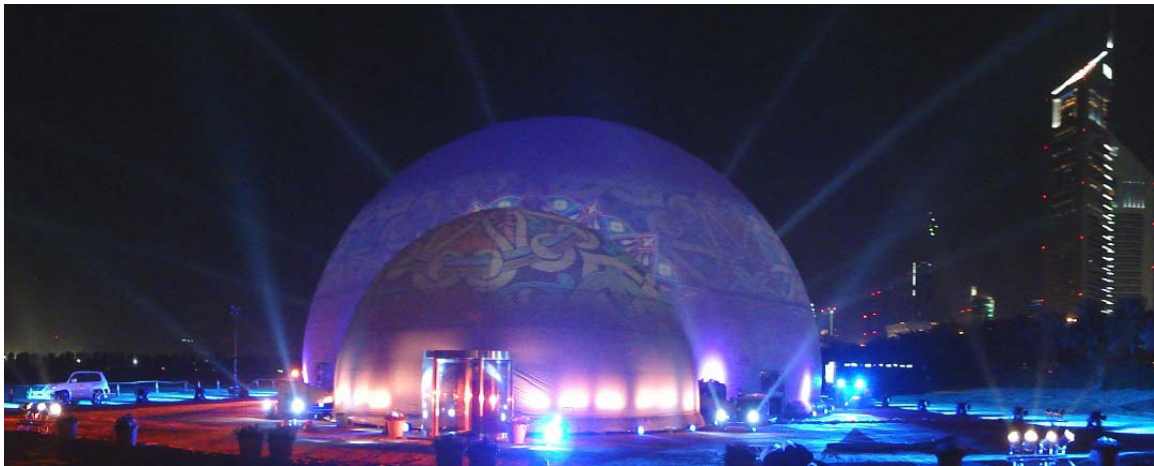
VORTEX  
IMMERSION  
MEDIA

## **Vortex Fulldome Studio and Digital Dome Events Venue at Los Angeles Center Studios**

This is a preliminary whitepaper summarizing upcoming plans for Los Angeles' first Fulldome Production Studio including executive production offices and an events dome for public and private screenings and development of immersive cinema productions and other events. The Vortex Dome will be located at Los Angeles Center Studios (LACS), uniquely situated in the heart of downtown LA, and will be operated by Vortex Immersion Media, Inc. The dome will be used for producing and screening content in development by Vortex and its clients in addition to public screenings, special events rentals and use as an immersive screening room for independent digital dome producers. The dome theater can be operated as a separately ticketed venue and is complemented by other LACS events amenities including a 400-seat flat-screen theater, commissary, and additional indoor and outdoor events spaces.

### **Vortex Immersion Media**

Vortex Immersion Media (VIM) specializes in the design and development of immersive cinema venues and productions. VIM's co-founder Ed Lantz was instrumental in developing the fixed venue digital planetarium market, is a co-founder of IMERSA and a frequent keynote speaker at conferences on the emerging medium of immersive cinema. VIM was founded in 2007 to offer advanced immersive and



interactive experiences and productions including immersive cinema. The company offers mobile dome venues including large inflatable domes and related immersive programming for corporate and special events, performances and immersive cinemas.

---

Vortex Immersion Media, Inc.  
6344 Fence Post St. Las Vegas, NV 89148  
Web: [www.VortexImmersion.com](http://www.VortexImmersion.com) – Email: [Info@VortexImmersion.com](mailto:Info@VortexImmersion.com)  
Phone: 702.581.2999 – Fax: 877.283.7466

Confidential Document © Vortex Immersion Media, Inc. 2010. All Rights Reserved.



VORTEX  
IMMERSION  
MEDIA

## Los Angeles Center Studios

Los Angeles Center Studios is a full-service studio anchoring a constellation of entertainment-related companies on a 20-acre campus in the City West area of Los Angeles. The supportive, synergistic environment has created a dynamic community for individuals in the film, television, music, gaming, and other creative industries. LACS Los Angeles Center Studios prides itself on being a customer service-focused resort for the entertainment industry. With 450,000 square feet of 'Class A' and production office space, six state-of-the-art sound stages, a backlot with numerous practical locations, and a full range of services and amenities available on-site, LACS is widely considered Los Angeles' premier independent studio.



Los Angeles Center Studios' six 18,000-sq-ft sound stages are the most technologically advanced in Los Angeles. All stages are audience rated with floating wood floors and 150 tons of silent air conditioning. The stages are among the most soundproof in the world, and there's even an in-ground pool on Stage 1. Since their construction in 1999, these stages have turned out numerous Hollywood blockbusters and successful television series, commercials, and music videos.

VIM is partnering with Los Angeles Center Studios because of the fabulous location, the flexibility that the campus allows, and the opportunities for future expansion on the lot. Los Angeles Center Studios is an exciting environment and offers a multitude of exceptional facilities to handle any size event.

## FullDome Market

Digital dome or "fulldome" theaters have rapidly multiplied over the last decade with over 632 documented dome screens worldwide – more than all IMAX and non-IMAX branded giant screen theaters worldwide! Most of these screens are in museums, science centers, universities and school districts. Increasingly, digital domes are being used in theme parks and in mobile domes for corporate events. Vortex co-founder Ed Lantz is dedicated to bringing this technology into mainstream cinema experiences.

---

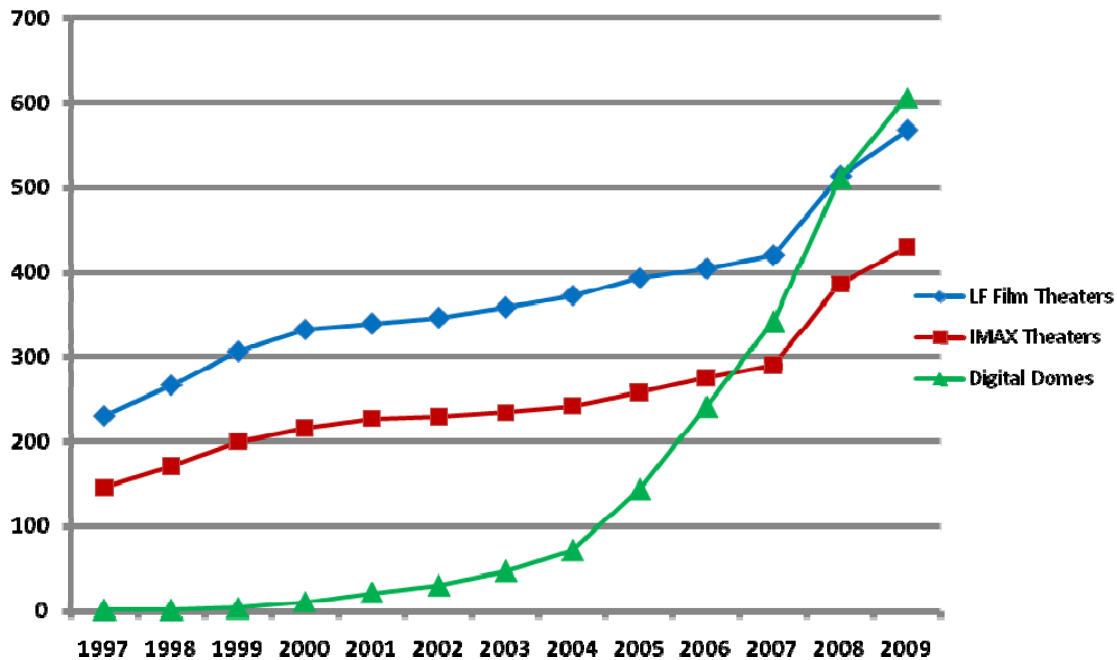
Vortex Immersion Media, Inc.  
6344 Fence Post St. Las Vegas, NV 89148  
Web: [www.VortexImmersion.com](http://www.VortexImmersion.com) – Email: [Info@VortexImmersion.com](mailto:Info@VortexImmersion.com)  
Phone: 702.581.2999 – Fax: 877.283.7466

Confidential Document © Vortex Immersion Media, Inc. 2010. All Rights Reserved.



## VORTEX IMMERSION MEDIA

Digital domes have been called “IMAX on steroids” because of their real-time capabilities, allowing users to tour a scientifically accurate model of the known universe with a joystick. This advanced capability – found in nearly every digital planetarium – can also be used for video game tournaments and other interactive entertainment or edutainment applications.



### Nonprofit Partners

Vortex is a major sponsor of IMERSA ([www.imersa.org](http://www.imersa.org)) and c3: Center for Conscious Creativity's VisionLAB ([www.c3visionlab.org](http://www.c3visionlab.org)). The new studio will host the LA offices for both of these non-profit organizations who will access the dome



CENTER FOR  
CONSCIOUS  
CREATIVITY



for workshops, symposia and other events. IMERSA is a new trade association focused on immersive media entertainment, research, science and art, and will produce events that will introduce Hollywood writers, directors and producers to the power of immersive cinema. C3 events are centered on the future of arts, media and entertainment and the power of creativity and innovation to affect social change. Both of these entities will bring considerable attention to LACS's campus from high-level media, arts and entertainment executives.

---

Vortex Immersion Media, Inc.  
6344 Fence Post St. Las Vegas, NV 89148  
Web: [www.VortexImmersion.com](http://www.VortexImmersion.com) – Email: [Info@VortexImmersion.com](mailto:Info@VortexImmersion.com)  
Phone: 702.581.2999 – Fax: 877.283.7466





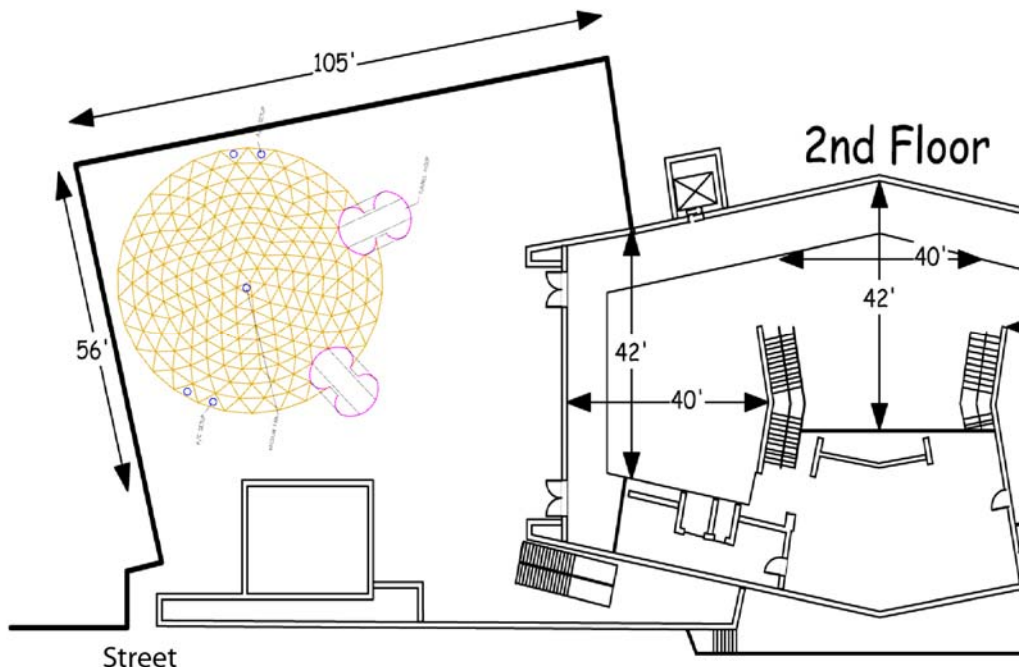
VORTEX  
IMMERSION  
MEDIA

## Vortex Digital Dome Venue



The Vortex Dome is planned for installation in June, 2010, and is a 50' diameter, 150-seat geodesic dome fastened to the outdoor patio on the Beaudry Building. The dome will be fitted with removable seating, a medium-resolution single-projector fulldome display and stereo audio system suitable for public presentations. It is equipped with an internal negative pressure projection screen with low reflectance for maximum image contrast.

The 50' dome venue will be a development venue and prototype for next-generation cinema and other VIM productions, a screening room available to local producers, and an events space. The Beaudry has a separate street entrance and is available for ticketed events, allowing public screenings and market testing of shows and content with live paying audiences. Since LACS also has a liquor license and ample space for catering or concessions, this allows for larger events to be produced (with over 7,000 attendees) with ample holding space for multiple back-to-back showings.



Vortex Immersion Media, Inc.  
6344 Fence Post St. Las Vegas, NV 89148  
Web: [www.VortexImmersion.com](http://www.VortexImmersion.com) – Email: [Info@VortexImmersion.com](mailto:Info@VortexImmersion.com)  
Phone: 702.581.2999 – Fax: 877.283.7466



VORTEX  
IMMERSION  
MEDIA



### State of the Arts Symposium

VIM will debut a “soft launch” of the dome with a show called BELLA GAIA on June 19th as part of a larger event called c3 VisionLAB: State of the Arts, a symposium addressing the function of Arts and Media in Culture and Society ([www.c3so.com](http://www.c3so.com)). The event is expected to attract considerable attention from Hollywood producers, writers, directors and studios and will be covered by local and international press.

### Fulldome Show Programming

Vortex Immersion Media's first public presentation will be BELLA GAIA (Beautiful Earth), a 'Living Atlas' journey of our world, expressing the deeply moving beauty of planet Earth as seen through the eyes of astronauts. Created by award winning director and classically trained violinist Kenji Williams, BELLA GAIA features a 45-minute live performance by Kenji against an immersive backdrop of orbiting visualizations of Earth from space.



BELLA GAIA is a live performance designed for high-resolution digital dome theaters. It has already been presented to sellout audiences in digital planetariums worldwide. The performance provides an exquisite simulation of the astronaut's view from space and includes earthbound visitations from exotic Japanese temples to Egyptian pyramids, bringing a cultural dimension to the experience. BELLA GAIA has delighted audiences from Europe to the USA to Japan, and has proven to engage a wide demographic.

The June 19<sup>th</sup> *State of the Arts* event will debut the mobile dome version of BELLA GAIA and will be followed by an exclusive press event and VIP performances of BELLA GAIA for the local LA entertainment press. These events will help to build buzz for the local venue that will be further leveraged to attract audiences to a 16-week series of BELLA GAIA performances throughout 2010. In addition to generating revenues, these local performances will be instrumental in gathering marketing data, testing show variations, and assessing projection technologies and techniques that will later be employed in a travelling version of the show.

---

Vortex Immersion Media, Inc.  
6344 Fence Post St. Las Vegas, NV 89148  
Web: [www.VortexImmersion.com](http://www.VortexImmersion.com) – Email: [Info@VortexImmersion.com](mailto:Info@VortexImmersion.com)  
Phone: 702.581.2999 – Fax: 877.283.7466

Confidential Document © Vortex Immersion Media, Inc. 2010. All Rights Reserved.



VORTEX  
IMMERSION  
MEDIA

## Partnership Opportunities

Vortex and LACS invite early partnerships to expand the capabilities of the Vortex Dome by providing interior furnishings, lighting, audio, projection systems and more. Full recognition for Vortex's partners will be prominently displayed at all Vortex screenings, events and marketing collateral, and the dome will be made available on an appointment basis for partner demonstrations and discount booking of events. We are particularly interested in being able to offer 4K stereo fulldome playback and projection capabilities. Please call or email me at your earliest convenience to discuss.

Sincerely,

Ed Lantz  
President & CTO  
Vortex Immersion Media, Inc.  
310.913.2696  
[ed@vorteximmersion.com](mailto:ed@vorteximmersion.com)  
[www.vorteximmersion.com](http://www.vorteximmersion.com)

---

Vortex Immersion Media, Inc.  
6344 Fence Post St. Las Vegas, NV 89148  
Web: [www.VortexImmersion.com](http://www.VortexImmersion.com) – Email: [Info@VortexImmersion.com](mailto:Info@VortexImmersion.com)  
Phone: 702.581.2999 – Fax: 877.283.7466

Confidential Document © Vortex Immersion Media, Inc. 2010. All Rights Reserved.