

FogScreen Inc. press
release
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FogScreen™ walk-through screen creates effects on Disney's *Enchanted* promo tour

Helsinki - The new Walt Disney film *Enchanted* - released in November/December 2007 - has a promotional tour travelling to the main European cities of London, Paris, Madrid, Brussels and Munich in which FogScreen™ walk-through screen is featured.

One of the key features of the movie is an enchanted wishing well. The effects of which in the tour have been created by FogScreen walk-through screen (see picture).

A Finnish invention FogScreen walk-through screen generates a thin, dry fog that is possible to walk through without getting wet. It enables to actually walk through an image projected in mid-air. FogScreen walk-through screen uses ordinary water and does not contain any chemicals, earning the distinction of being said "the audiovisual innovation of the decade".

"We chose FogScreen™ because of the unique qualities it has that bring the magical well to life," explains *Enchanted* Experience Project Manager, Maria Walker. "Its real life movement and fluidity capture a water effect like no other. Our concept required guests to walk through the well water effect without getting wet which FogScreen™ allows", she continues.

"Disney's *Enchanted* promo tour is presenting a creative way for using the FogScreen technology. Installation of the wishing well is a unique set-up with the built-in FogScreen effect. The set up has been made with FogScreen One screen and despite the one meter size, which is extremely convenient for a tour such as this, the installation is very impressive", says Mika Koivula, CEO of FogScreen Inc.

In addition to the Walt Disney *Enchanted* Tour FogScreen Inc. has been during the recent months providing fantastic experiences for many of the world best-known brands like Harrah's hotels, Procter & Gamble, Microsoft, x-box, Nokia and BudLight among many others.

More information about FogScreen company and products:

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FogScreen Inc. is an innovation technology company founded in 2003. The Company bases its business on patented FogScreen™ projection screen, which is an invention making images appear and move in thin air. FogScreen walk-through screen is available at a screen area of 2 m x 1,5 m and as modular FogScreen One, 1m x 1,5 m. The concept of One is that the screen can be used as it is or several One can be linked seamlessly together. Please find more information at www.fogscreen.com.