

FOGSCREEN

Press release 2.3.2006



Nashwa show amazes with FogScreen

FogScreen magic now present also in Middle-East

TV-personality **Nashwa Al Ruwaini** (pictured) has chosen FogScreen to spice up her studio settings in her self titled TV-show "Nashwa". The program is a talk show for Dubai-TV, recorded in Cairo. The programme includes conversations and interviews that debate social and cultural issues from all around the Arab region. The programme is a unique in its treatment by combining new elements of content and style in a TV magazine format.

FogScreen is a new invention creating a thin fog layer where it is possible to project images. The FogScreen is widely used for example in entertainment events, fairs and for brand promotion.

"Launching "Nashwa" comes under Dubai TV's strategy to work on developing its programmes in accordance with viewer's preferences by providing what's new and modern, applying the latest international technology but preserving the Arab culture" says Ali Khalifa, Director of Dubai TV. On the same note, Nashwa stated: "After seeing the FogScreen used in a French television production I knew I found the perfect new technology for enhancing my set design. After recording several episodes I must confess the FogScreen has worked wonderfully and it's certainly an asset to the overall production quality of the show."

"Nashwa wanted everything to be perfect and I heard that she likes to have the latest technology. That is why she needed FogScreen to this production. FogScreen is a new concept for them and also a new experience for their viewers" tells Mika Koivula, CEO of FogScreen. "This is strengthening our position in the TV market and also we were really happy to concept our screen to the TV and also to Middle-East. The market is new for us, but we will hit there in next several months", he continues.

Further information:

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FogScreen will be experienced in Palme show 23.-25.4.2006 in Dubai World Trade Center, stand 1C02. To receive an invitation and/or set up a meeting, please contact Niina Metsälä (contact details below).



FogScreen Inc. is a company founded in 2003. FogScreen offers walk-through projection screens based on the unique, patented FogScreen technology. The privately-held company has its headquarters in Helsinki, Finland. Contact information and more specific product details can be found at www.fogscreen.com.

More about Nashwa's show:

<http://www.strategy.com/mnews.asp?id=20060103005237>