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FogScreen Inc., Opens U.S. Office in Silicon Valley

SAN FRANCISCO, Calif.—July 24, 2007—FogScreen, Inc., creators of the world’s first walk-through projection screen made of “dry” fog, today announced the opening of its U.S. offices in Silicon Valley, California. The FogScreen™ projection screen’s patented technology allows projected images to literally float in the air.

“We feel the American market is primed to take advantage of the FogScreen solution,” said Jordan Woods, President of U.S. Operations at FogScreen. “Marketers and advertisers, as well as nightclubs, amusement parks, museums and event organizers, are very excited about such a unique marketing solution that can attract and captivate their target audiences.”

Mr. Woods, a successful Silicon Valley serial entrepreneur who has founded and led three high tech-focused companies, will head the new U.S. office. Over the last decade he has built multi-million dollar companies, launched and overseen North American and European operations, and led the development of award-winning enterprise software products.

About FogScreen, Inc.

FogScreen, Inc. provides an innovative and award-winning projection screen technology that creates magical experiences and stunning visual effects that “wow” and captivate audiences. Its patented technology creates the world’s first “walk through” projection screen. With the use of ordinary tap water and digital technology, FogScreen projection screen enables projected images to literally float in the air, creating a brand new medium to captivate and fascinate audiences. The highly innovative yet simple-to-use product has been utilized to enhance product launches, trade shows, live entertainment, nightclubs, museums, theme parks and even private parties. FogScreen, Inc. has won numerous awards and select customers include: Disney, Nokia, 20th Century Fox, Harrah’s, Victoria’s Secret, P&G, Motorola, Sony, Siemens, Microsoft and many others. For more information, visit www.fogscreen.com.

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