



FogScreen, Inc. Press
Release

Roundhouse and FogScreen, Inc. working together:

Ultrasonic Art Creates 21st Century Advertising

Helsinki 28.2.2008 - The Roundhouse, London and the Finnish innovators FogScreen, Inc. are working in partnership on a unique project that offers twenty young people the opportunity to integrate film, dance, set design and music with interactive 'fog' to generate new exciting forms of art and advertising.

Walk-through Screen

The FogScreen projection screen is a thin, translucent curtain of mist, generated by ultrasonic waves and water, which literally floats in the air. Futuristic special effects can be created by projecting images, videos and lights onto the 'fog', which is dry so people can walk through it without getting wet. The screen of fog can be made touch-sensitive offering performers and audiences the ability to interact and control the images and sounds.

Creative Opportunities

Creative Producer **Richard Milner** who is leading on the apprenticeship programme described FogScreen as "truly cutting edge technology" and said that the Roundhouse was "London's leading organisation in providing creative opportunities for young people." The Roundhouse Studios provides up to 10,000 young people a year with opportunities to work with inspirational artists, to learn new skills and explore their own creativity.

New Advertising medium

The program culminates in a showcase event where the work created during the programme will be presented.

"We are really looking forward to the results of the programme which will inspire our own advertising concepts to be launched this spring", says **Mika Koivula**, CEO of FogScreen Inc.

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About Roundhouse / Gallery 37 Plus:

The Roundhouse Studios is located at the heart of the Roundhouse, London's recently re-launched landmark venue. Roundhouse Studios is at the core of the Roundhouse and provides up to 10,000 young people a year, aged 11-25, with opportunities to work with inspirational artists and use excellent facilities,

enabling them to explore their creativity, learn skills and gain experience to help them achieve their full potential. Artistic programming at the Roundhouse comprises contemporary performing arts including large-scale new and physical theatre, dance, music, circus and cross-art form productions. It will encourage work which challenges artistic boundaries and responds to the unique and inspirational qualities of the venue. www.roundhouse.org.uk

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 has won numerous honors, including the Best Special Effect by the Club World Awards. 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.