



Metropolis Entertainment Corporate Profile

September 2010



Introduction

In less than a decade, Metropolis Entertainment has emerged as one of the UK's leading suppliers of experiential attractions, simulation systems, 2D or 3D based audio visual technology, special effects and content production.

Its skills extend from engineering design through hardware and software development, project management and systems integration, to on-site installations and on-going support.



Metropolis Headquarters, East Sussex National Golf Resort and Spa



Morphis simulator capsule, Toyota Headquarters, Middle East

In content production, Metropolis is in effect a full service production company with the ability to conceive, write, shoot and post produce a wide range of broadcast and non broadcast media. This extends from corporate programmes to commercials in both live action and animation.

Based at its corporate headquarters in The Lodge at East Sussex National Golf Resort and Spa in South East England, Metropolis' business is truly international with recent projects as far apart as Hong Kong and Muscat; Moscow and New York; Houston and Abu Dhabi.



Its client base reads like a who's who of the world's most prestigious museums, brands, visitor attractions and corporations.

And its professionalism and capability is summed up by the award to its management team, of The 2004 Museum and Heritage Award of Excellence for a 3D/4D theatre installation at Kalamazoo Aviation History Museum in the United States.



Fly Zone gallery at London Science Museum



Fly 3D, Metropolis' 6 DOF full motion 3D effects simulation theatre, part of Fly Zone at the London Science Museum

Metropolis' rapid emergence has been achieved through organic growth and investment in its business combined with the acquisition of distribution rights for some of the most advanced hardware and software systems developed for the entertainment, museums and corporate market sectors. This has led to the company consolidating its activities under the name Metropolis Entertainment Limited in 2007.





The team at Metropolis is probably the most experienced in the world with a corporate CV ranging from backgrounds as diverse as mainstream flight simulation, computer sciences, film and television production, lighting and attraction design and large scale project management.

Its experience actually goes back to the late 1980's when the first true simulator attraction 'Star Tours' was created for Disney theme parks. In total more than 30 of these large scale systems were designed, produced and installed by the Metropolis engineering team in the USA, Europe and Japan.



Effects Theatre installed at Toyota Middle East Headquarters



Mobile Morphis 20 Simulator for General Electric Company – European Tour



Still scene from Metropolis films production

The success of Star Tours created a niche in the entertainment and visitor attractions market that has led to the current day products and corporate structure and to Metropolis' market dominance based on solid achievement and customer commitment.

That commitment extends from the very first conceptual discussions to high profile project management and attention to even the smallest detail. In a world of 'make do' and mediocrity, Metropolis is only content with excellence and perfection.



Interior of Toyota Middle East Headquarters



Products and services

3D / 4D Experiential Theatres

Metropolis is the world leader in the design and production of fully integrated experiential theatres. These can include 2D or 3D visual systems; full surround sound, motion seats and a variety of sensory effects that include wind, aroma, lighting, 'leg ticklers' and water spray.



3D motion effects theatre installed at the Science Museum, London



3D motion effects theatre installed at the Science Museum, London

Seating capacity can range from 10 to 100 seats and screen sizes from 3 to 20 metres. Screens also may be flat, curved or spherical and the entire theatre can be configured to match the design and creative aspirations of any given project.



Fly 3D theatre at the Science Museum, London



Capsule Simulators

The Metropolis engineering team has been responsible for the original design and ongoing development of the Morphis range of capsule simulators and more recently the Motion Master 8, 12 and 20 seat units.



Morphis ESP 8 seat capsule simulator



New Motion Master capsule simulator with 3D visual system

Available in a range of configurations, these new simulators are set to establish the standard for installations at entertainment centres, museums and visitor attractions around the world.



Audio Visual Systems and Special Effects

Within its specialist theatres and simulators Metropolis has successfully embedded some of today's leading edge audio visual technology. This includes 2D and 3D projection systems in both standard and High Definition, digital video servers, surround sound audio and a range of special effects as well as the entire hardware and software control.

Building on this success, Metropolis also applies AV technology to complete building projects or fixed installations such as museums, bars and nightclubs, visitor attractions and even private dwellings. Recent installations have included eight separate Sports Cafes in the UK, a High Definition corporate theatre for Toyota in the Middle East and the entire audio visual fit at Magna Science Museum in Sheffield.



AV fit at Magna Science Museum



Lighting at The Brewery, Chiswell Street



LEGEND OF APOLLO

EXPERIENCE MANS GREATEST ADVENTURE



Daily flights to the Moon
at the London Science Museum



Metropolis Entertainment Ltd
www.metropolisav.com
Email info@metropolisav.com



Mobile Effects Theatres and Simulators

Over the years, mobile simulation theatres have been playing an increasingly significant role in corporate, brand and event marketing. Metropolis has been at the forefront of this trend with clients that include GE, Coca Cola, BMW, Ford, the United States Navy and Continental.



Mobile Morphis 20 Simulator for Coca Cola – Torino Winter Olympics



Mobile Morphis 20 Simulator for General Electric Company – European Tour

The product offering extends from fully trailerised motion and effects theatres to mobile 8 and 20 seat capsule simulators. All include the same advanced technology as their permanently installed counterparts but are fully road legal for virtually every country in the world and can be set up and operational within a few minutes at either indoor or outdoor sites.

Metropolis provides full turnkey solutions that include the engineering design and manufacture, creative development of external theming, tour management and staffing and motion programming for bespoke films.



Mobile motion theatres for event marketing

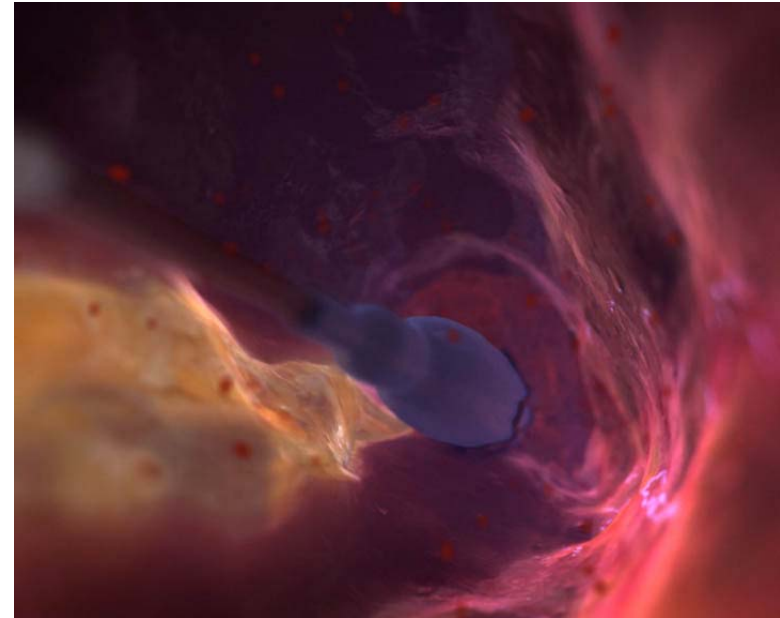


Film, Video and Content Production

Central to the products provided by Metropolis is the film or video content around which an attraction is developed. Over the years the Metropolis creative team has produced a wide range of these specialist films extending from live action point of view experiences with the Blue Angels aerobatic team, the Olympic men's downhill ski run and a Toyota Formula 1 race car.



Still scene from Metropolis films production



Still scene from Metropolis films production

In computer animation it has created a number of educational journeys through the water cycle, the human cardiovascular system, the inside of a jet engine and even a photocopier.

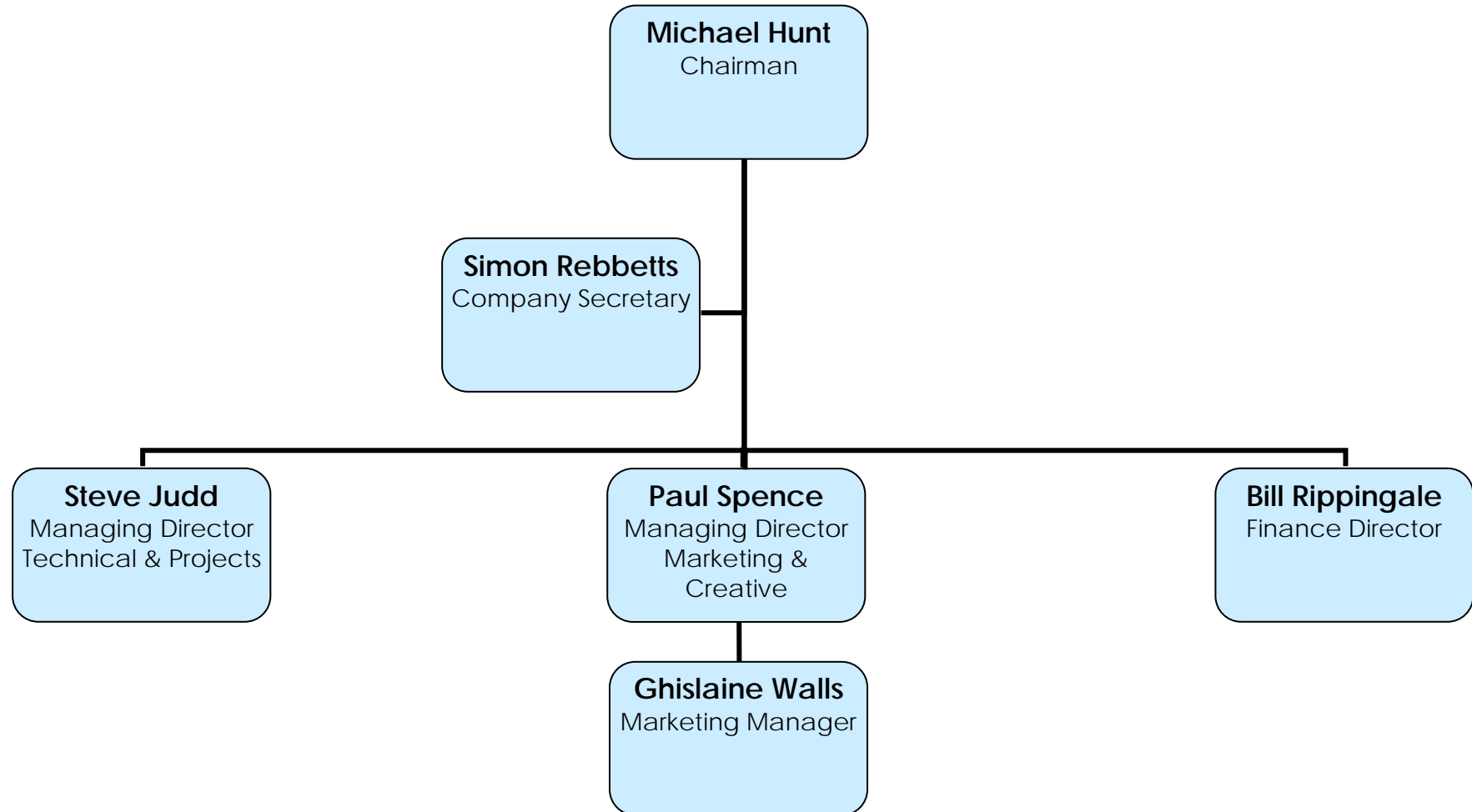
Today most of this content is produced in full High Definition and very often in 3D. Recently Metropolis has produced a number of commercials for automotive and airline clients as well as a 15 minute corporate in four languages for the main Toyota and Lexus distributor in the Middle East. Originally shot in 2005 this is believed to be one of the world's first corporate documentaries to be entirely produced in High Definition.



Still scenes from Metropolis films production



Metropolis Entertainment: Management





Metropolis Entertainment: Curricula Vitae

Michael Hunt – Chairman

Michael is Chairman and has a life-time of experience in commerce and business management. For many years, he was the Deputy Chairman and Managing Director of Nissan U.K. Limited, which was hailed as the most successful private company in the U.K.

As well as his role in Metropolis Entertainment Limited, he has his own management consultancy firm, whose current clients are engaged in the fields of leisure and hospitality, pharmaceuticals, the automotive industry, property management and development, and finance.

Steve Judd – Managing Director Projects & Engineering

Steve is by profession a mechanical engineer who has been actively involved in the flight simulator industry for twenty five years – most specifically in the design, development and project management of large scale motion platforms and their associated hydraulic systems.

He has also been responsible for engineering teams that designed aircraft control systems, simulator visual and display systems and for the installation and commissioning of major flight simulators world-wide. This activity extended to the role of a consultant designer during the mid 1980's for the entertainment division of Hughes Rediffusion.

As a result he was appointed project director for the world's first simulation attractions – Tour of the Universe in Toronto and all 27 Disney Star Tours simulators in which his responsibilities extended from initial site surveys through to the final sign off and commissioning of the machines. He was appointed engineering director of the Entertainment Division to head up a new dedicated engineering group and later became operations director, responsible for all engineering, production, project management and after sales support.

In particular the large projects were for the Kia Motors Pavilion in Taejon, Korea for Expo 93. This design was used for a major simulation attraction installed at Wakyama, Japan for MCA Universal.



Subsequently he was appointed to the management board of Hughes Rediffusion's entertainment group and as such contributed to the turnaround of the business into profitability and its subsequent growth.

He became the technical director of Al Camber Entertainment with responsibility for the design, production and project management of a range of high quality entertainment systems and large scale audio visual installations. For his work at Kalamazoo Aviation history Museum, the company received the 2004 Museum and Heritage Award of Excellence.

In 2005 Camber Entertainment was acquired by The Metropolis Group of Companies and Steve was appointed as Operations and Project director.

Paul Spence – Managing Director Marketing and Creative

Paul has a degree in economics and spent the early part of his career in business journalism working both on national newspapers and in the broadcast media.

In the mid 1970's he was appointed as media relations director on the Harrier and Hawk aircraft programmes at British Aerospace Company. He then joined London based corporate communications consultancy, Peter Bloomfield and Company as account director, heading up an international accounts group that included TRW Inc, Upjohn Pharmaceutical Company and a number of European aerospace and technology corporations.

In 1987 he was appointed as marketing director of flight simulation manufacturer Rediffusion Simulation which, was subsequently acquired by Hughes Aircraft Company to become Hughes Rediffusion Simulation. During this period he was responsible for the design, development and sales of multi-million dollar aircraft flight simulators within the international airline and defence market.

He was appointed as marketing director of Hughes Rediffusion's newly formed leisure products division and subsequently was appointed as its general manager. Upon its acquisition by Thomson-CSF, he was named as director and general manager of the



entertainment business unit of Thomson Training & Simulation (now Thales). Under this management the business grew by 50% year on year through the mid 1990's.

In 1997 he left Thomson along with the management team to form Camber Entertainment which, in the ensuing period, emerged as the established market leader in the supply of simulation, 3D and effects based attractions for the international entertainment and education sectors. Under his direction Camber Entertainment created a client list that includes many of the world's most prestigious entertainment, visitor and heritage attraction venues and was awarded the 2004 Museums and Heritage award of excellence for its work at the new Museum of Aviation History at Kalamazoo Michigan.

In early 2005 the assets of Camber Entertainment were acquired by Metropolis and Paul was appointed creative and marketing director.

Ghislaine Walls – Marketing Manager

Ghi has a broad base of experience in marketing communication, film production and account management. Having studied in the UK she spent several years working and travelling in the Far East including periods of teaching English in both India and Vietnam. On her return she worked in several marketing and administrative roles prior to joining Metropolis in 2006.

Since that time she has been the production manager on a number of film projects for major corporate clients such as Toyota, GE and BMW as well as providing day to day project management across a varied client account group. Currently she is responsible for all aspects of Metropolis' external communication including its website, promotional material and client interface as well as support for specific projects in media and content production.



Bill Rippingale – Finance Director

Bill is the Finance Director for Metropolis Entertainment Limited. In addition to his Board membership, Bill is the Group Financial Controller of Swynson Limited and Zanlia Limited and their associated trading businesses, East Sussex National Golf Resort & Spa and the Horsted Place Country House Hotel. He has held this position for over 10 years and has previously held various accountancy and company secretarial posts during his 40 years in the profession.

Simon Rebbetts – Company Secretary

Simon is Company Secretary to Metropolis Entertainment Limited. Simon's background is in the tax profession, primarily with Grant Thornton, and more recently working with Michael Hunt on tax consultancy projects, financial and business administration. In addition to Metropolis, Simon is company secretary for 15 other companies and director of three.



Metropolis Entertainment - Major Client List

Museums & Visitor Attractions

Khalifa Park
Newcastle Discovery Museum
Magna Science Park
London Aquarium
Plymouth Mayflower
West Ham Football Club
Shanghai Aquarium
NASA Astronaut Hall of Fame
California Science Centre
Ft. Discovery, Augusta
Houston Space Centre
Singapore Science Centre
McWane Centre
US Space & Rocket Centre
US National Air Force Museum
Pima Aerospace Museum
Smithsonian Air & Space Museum
NASA Stennis Space Centre
Spaceport, Calgary
London Zoo
Blackpool Zoo
National Museum of Film, Photography & Television
Blue Planet Aquarium, Ellesmere
The Earth Centre
Discovery @ Bristol
Munich Zoo
RAF Museum, Cosford & Hendon
Singapore Zoo
Sea Life Centre, Malaga
Imperial War Museum, Duxford
San Diego Zoo
The Science Museum, London
Aircraft Museum, Bodo, Norway
Fleet Air Arm Museum
Bovington Tank Museum
San Diego Air Museum
Munich Airport
Kalamazoo Aviation History Museum
Coventry Transport Museum
Manchester Museum of Science & Industry
Ulster Folk & Transport Museum, Ireland

Entertainment

The Pavillion, Myrtle Beach
Broadway on the Beach
Nascar Speedway
Riverfront Park
Nascar Café, Universal Studios
Nascar Café, Seveirville
Nickels & Dimes
Mars 2112, New York
Lakeland Square Mall
Gulfview Square Mall
Jacksonville Avenue Mall
Union Station, St Louis
EDG Barcode, New York
West Edmonton Mall
ERTL Karussell-Land
NTUC Theme Park, Singapore
Water Park, Tenerife
Trans World Parks, Cairo
Stone Forest, China
Kunming Expo Site, China
Rodes Kors Automatene, Oslo
Kingdom of Games, Thessalonika
Altin Taraz, Alma Ata
Integrated Solutions Group, Astana
Xtreme World, Doha
Train City, Blankenberge
Butlins, Skegness
Nickels & Dimes
Kraznador
Camelot Park, California
Sportsworld, New Jersey
Esperides Beach Hotel
Idelux, Belgium
Le Pal, France
Amneville, France
Futuroscope, France
Heron City, Valencia
Mias, Moscow
Al Habtoor Project, Lebanon

Corporate & Promotion

Toyota
GE
Coca Cola, Italy
Coca Cola, Norway
BMW
Shell Oil
Guinness
Castrol Oil
Sony PlayStation
Opel Visitor Centre
Eurofighter
Virgin Yamaha, UK
United States Navy
Aintree Racecourse
Land Rover
ITT Automotive
Labbatts Brewing
Ricoh Copiers
Ford Motor Corporation
Unilever
LG Computers
Coca Cola, Turkey
Carlsberg
Kia Motors
Orangina
Astra Satellite
Volkswagen/SEAT
UK Ministry of Defence
Budweiser
Ocean Spray
Hertz, Germany
Parker Hannifin
Discovery Channel
Martell
Kentucky Fried Chicken
Michelin
AstraZeneca
Siemens Medical
FAO Schwarz, USA
Saud Bahwan, Oman
British Nuclear Fuels



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Fly 360 interactive flight simulator installed in Fly zone at the Science Museum, London