

nWave Pictures Distribution Launches New 4D Film at IAAPA Asian Attractions Expo - “The Good The Bad and A Horse”

Brussels (Belgium) and Singapore, May 30, 2013 –

nWave Pictures Distribution is pleased to announce it will launch a new 4D/3D attraction film named “The Good, The Bad and A Horse” next week at IAAPA’s Asian Attractions Expo. Directed by Ben Smith, the film tells the story of a brave young sheriff and his horse as they track down the meanest, baddest and *stinkiest* bandit in the whole wide Wild West. The 11-minute 4D experience is available for distribution exclusively from nWave and will premiere at attractions and theme parks this summer.

The film’s trailer can be seen on nWave’s YouTube channel: http://youtu.be/c_A3I4KMYKM

The poster image can be downloaded from: <http://goo.gl/FKKQ6>

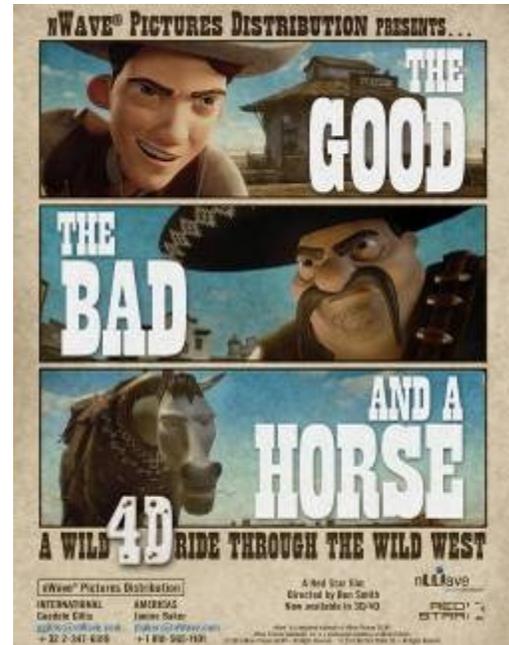
“We are thrilled to collaborate with our production partner Red Star again, as we bring this exciting comic adventure to our clients,” said Eric Dillens, Chairman of nWave Studios. “The film offers a truly immersive attraction experience by taking full advantage of the potential of 4D effects such as 3D-stereoscopy, sound and special effects, smell, explosions and wind blasts.”

“Westerns have entertained audiences since the dawn of cinema and with nWave Pictures Distribution, we’re delighted to show this popular theme in an entirely new 4D format to family audiences worldwide,” said film director Ben Smith, who is also Red Star’s Creative Director.

Attraction and theme park exhibitors can experience “The Good, The Bad and A Horse” in 4D in the company’s state-of-the-art screening room (Booth #427) during the IAAPA Asian Attraction Expo, which takes place next week, June 4-7, in Singapore’s Marina Bay Sands Expo Convention Center.

The film depicts the tribulations of a plucky sheriff and his horse, the West’s most ornery, most reluctant and most apple-minded of steeds. When a bank robber evades capture by means of an unusual weapon and then escapes by train with the loot, our hero goes after him in hot pursuit, unfazed by the dangers posed by a deserted mine and a broken-down railway,

“The Good, The Bad and A Horse” is produced by British 3D animation studio Red Star. It marks the third collaboration between the two companies, which have already released two other 4D titles, “20,000 Leagues Under the Sea” (2012) and “Sherlock Holmes” (2013).” nWave is a major player for attraction and ride simulation films, maintaining a catalogue of 64 titles in distribution.



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About nWave Studios

nWave Studios, an associate company of StudioCanal, is the first fully integrated digital studio in the world specializing exclusively in the production and distribution of stereoscopic/3D films. The studio's history dates back to 1994, when it was founded by Ben Stassen and D&D Entertainment Group, a TV production company. The company quickly established itself as the world's leading independent producer and distributor of specialty films for location-based entertainment and institutional venues. Over the last 15 years, nWave has become a leader in these market segments, having handled the sales and marketing of an impressive catalog of 65 plus titles. In 2008, the company produced its first feature-length 3D animated film, "Fly Me to the Moon" (\$50M in box office gross), followed by "Sammy's Adventures: The Secret Passage" (2010) and its sequel "Sammy's Adventures: Escape from Paradise" (2012), which generated \$130M in cumulative box office gross. In 2011, nWave secured a co-production, co-financing and worldwide distribution deal for four new feature-length 3D animated films with Studio Canal. nWave Studios is headquartered in Brussels (Belgium) with a satellite office in Los Angeles (Calif.). nWave Pictures Distribution is a nWave Studios company. For more information: <http://www.nWave.com>

About Red Star

Red Star is an award-winning 3D animation studio based in Sheffield, England. The company produces films for 4D attractions in theme parks and visitor attractions worldwide. For more information: <http://www.redstar3D.com>

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