



D-BOX MAKES HEADLINES AT CES 2008



Canada's D-Box and Blackberry-maker RIM draw crowds at Vegas electronics show January 8, 2008 - 21:40 Luann Lasalle, THE CANADIAN PRESS

Feel the whoosh of a wave, the punch of a gunshot wound, or the tumult of being thrown about in an out-of-control aircraft while sitting in special chairs and watching a movie.

D-Box Technologies (TSV:DBO.A) is showing two prototype chairs at the giant Consumer Electronics Show that are expected to be on the market within the next year.

"You are completely immersed in the action of the movie," said Claude McMaster, D-Box president and CEO. D-Box makes high-technology motion systems for the entertainment industry, including movies and games. The Montreal-area company and BlackBerry maker Research in Motion (TSX:RIM) are among Canadian companies at the electronics show.

D-Box along with Johnson Controls Inc. (NYSE:JCI), have developed the two prototypes chairs, including a recliner and a hybrid chair for movies and gaming. McMaster was sitting in one of his companies prototype chairs - the reclining model that will cost about US\$3,500.

He was feeling all the sensations of being on a high-speed train while watching a movie that, of course, included a train ride. Kinetic artists at D-Box watch movies frame-by-frame and program the motion effect, he said in an interview on Tuesday. D-Box also makes the hardware for the motion system.

...D-Box's gaming chair can be sold with HP's Voodoo PC. The chair was an honouree for the innovations design and engineering awards at this year's Consumer Electronics Show.

D-Box has also signed agreements with Twentieth Century Fox Home Entertainment, Walt Disney Studios and Lionsgate to embed its motion technology in some of their movies. Fox will have embedded to date about 15 titles, including Independence Day, and Mr. and Mrs. Smith, with D-Box technology, McMaster said...

<http://www.macleans.ca/business/wire/article.jsp?content=b0108128A>