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Sky Factory Brings World's First Digital Cinema "Window to Nature" to Los Angeles

Fairfield, IA, November 22, 2010 - The Sky Factory's mobile showroom, aka the SkyMobile™, will be in Los Angeles and surrounding areas through the end of the year showcasing eEscape™, the world's first Digital Cinema virtual window to nature. Architects, interior designers, facility managers, journalists, set designers, event producers – anyone interested in innovative design tools that introduce illusion into interior spaces – are invited to schedule appointments for a SkyMobile visit.

eEscape's high-definition nature content, captured with the RED ONE Digital Cinema camera, is displayed by industrial-grade LED screens, players and control systems. After visiting the SkyMobile and experiencing eEscape, an interior design firm responded, "*Ray Ward provided an excellent presentation and the product itself is very impressive. We were all thrilled to see the video and hear the audio. Thank you for contacting our office and offering this presentation. It was one of the most enjoyable presentations we've had.*"

[Watch eEscape video](#)

The SkyMobile is a one-of-a-kind educational tool that provides an appealing and informative platform for experiencing Sky Factory's unique Illusions of Nature™. Also on view are Sky Factory Luminous SkyCeilings™, virtual skylights that trigger the same physiological

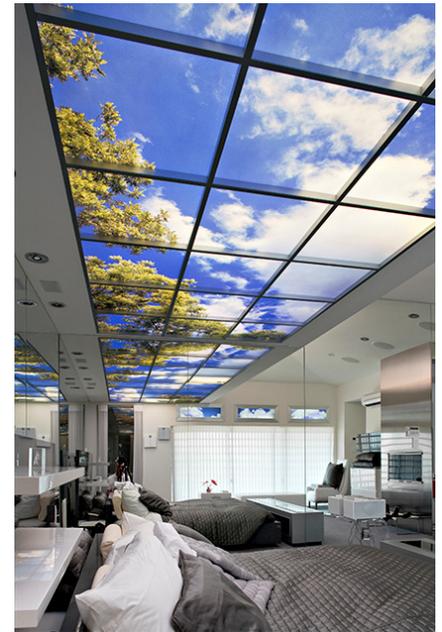


Sky Factory eEscape™
Digital Cinema virtual window

relaxation response as an experience of real sky. They can even modify viewers' perception of vertical space, making enclosed areas feel more open and less claustrophobic.

Sky Factory products are versatile, visually engaging tools that bring the influence of nature to otherwise confined environments. Applications include hospitals, imaging centers, dental offices, hotel lobbies, restaurants, spas, casinos, retail stores, offices, conference rooms, classrooms, film and television sets and high-end residential – bedrooms, living and dining areas, and spa baths.

For more information and to view the SkyMobile schedule, visit www.theskyfactory.com/skymobile. To set up a SkyMobile appointment, please contact Dawn Murphy at (866) 759-3228 ext. 204, Kevin Wells at ext. 224 or SkyMobile@TheSkyFactory.com.



Sky Factory Luminous SkyCeiling™
Private Residence, Beverly Hills, CA

About Sky Factory

The Sky Factory, LC, creators of authentic Illusions of Nature™, was named one of Inc. Magazine and Winning Workplaces top small company workplaces of 2010. Signature products include **Sky Factory Luminous SkyCeilings™** and **Luminous Virtual Windows™**. Sky Factory's new Digital Cinema products, **SkyV™** and **eScape™**, use high-definition video footage, allowing viewers to experience the events, moods and movements of nature with unprecedented realism. For more information, visit www.TheSkyFactory.com.

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