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Mad Systems' Standup Motion Platform

Makes Visitors Tremble at Oakland Museum

And Shakes Up the Simulation Business

ORANGE, Calif. May 2006 – Creative Mad Systems Inc. developed and installed a special motion platform that convincingly simulates a California temblor, for an Oakland Museum exhibit titled “Aftershock! Voices from the 1906 Earthquake and Fire.”

“This is a motion platform that promises to shake up the simulation business,” says Mad Systems president Maris Ensing, who has many years’ experience developing motion simulation technology for entertainment. “It can be safely enjoyed by most people regardless of age, height, or size, the cost is far less than a sit-down theater, and the programming interface is quick, simple and effective.”

Mad Systems specializes in audiovisual systems design, consulting and technology for museums, attractions and visitors centers. The earthquake motion platform is the company’s newest addition to its growing line of theater technology products.

The 4,000-square-foot exhibit at the Oakland Museum, designed by West Office Design (Oakland) opened April 1. It marks the 100th anniversary of the great San Francisco quake that crumbled buildings and changed lives. Visitors experience the quake and its aftermath emotionally and mentally through the display of photos and first-hand accounts - and the Mad Systems simulator adds a physical element that gives them a 24-second taste of the real event. (The 1906 earthquake lasted 48 seconds.)

The earthquake motion platform is accessible by ramp or step, standing a mere nine inches above the floor. There is no tilting and the platform slides no further than 2.5 inches in either direction. Mad Systems designed and programmed it to evoke the sliding-shifting-heaving of a California quake with just two axes of horizontal movement plus vibration. Butt kicker™ transducers make rumbling sounds while they deliver sensations from beneath. The seven-foot by five-foot platform holds about a dozen people at a time.

Guest safety is ensured by operator-controlled E-stops and an infrared industrial safety curtain, in addition to a Lexan barrier and railing enclosing the platform. Heavy-duty bearings and hardware, and welded steel construction, guarantee durability. Fastenings on the Lexan are positioned offset, to prevent vibration patterns that can cause excessive movement of the safety barrier and weaken the material.

Authenticity and simplicity of motion were assured by electric power (single-phase, 120V AC with brushless servo motors) and a motion controller tied to a randomized program. Air power packs too much bounce for that earthquake feeling; hydraulics tend to complicate maintenance. The random factor - in which a computer makes selections from within a pre-specified range of movement - evokes the

sensations of a natural event. It was programmed with Mad Systems' proprietary software, developed by Maris Ensing.

Mad Systems can supply this affordable motion platform as a turnkey product, or scaled up into a theater, or otherwise modified for a variety of storytelling situations, with or without audiovisuals and additional effects.

Creative Mad Systems Inc. is a majority woman-owned company founded in 1998 and based in Orange, Calif. Mad Systems provides a full range of solutions to the many challenges of audiovisual presentations – for museums, attractions, and the industry that supports them. Recent and current projects include Kidspac Children's Museum in Pasadena, the Nevada Atomic Testing Museum in Las Vegas, Griffith Observatory in Los Angeles and Viejas Casino in San Diego. Visit www.madsystems.com. For sales and further details, contact Tricia Rodriguez.

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