

FOR IMMEDIATE RELEASE

Anthony Grimani's Performance Media Industries, Ltd. Announces PMI 2.0, a 2.0:1 Video Projection Solution

-Performance Media Industries, Ltd., a consulting firm specializing in the design and engineering of private home cinemas, reveals 2.0:1 aspect ratio concept for high-end applications.

Fairfax, CA - June, 16, 2008 - Performance Media Industries (PMI), a consulting firm specializing in the design and engineering of private home cinemas, today announced a new solution for high-end video projection. This revolutionary video system design provides the audience with the largest possible, average picture size at all times.

"There are a myriad of aspect ratios present in video sources today. The new PMI 2.0 gives our dealer partners the ability to optimize picture shape and size, regardless of source material", says Terry Hill, General Manager of PMI.

Utilizing a native 2.0:1 video screen and reducing the distance traveled by the image masking systems, film buffs and HDTV sports fans alike are rewarded with maximum visual impact. Moreover, the video system creates an incredibly subtle transition between the theatrical 2.35:1 aspect ratio of film and 1.78:1 (or 16x9 Widescreen). PMI provides all of the sight line, aspect ratio and image size engineering to ensure that the picture is optimized at every seat.

"It goes without saying that current Constant Height video systems are the most elegant and turnkey solution for presenting multiple aspect ratios", adds Hill. "PMI 2.0 reflects our continued passion for innovation and provides an alternative for those who demand the largest possible picture size and the purest electronic and optical signal path at all times."

About PMI

PMI, Ltd. is a consulting firm specializing in the design and engineering of world-class, private home cinemas. PMI has completed hundreds of projects throughout the world for the Hollywood and international business elite. PMI has also designed a large number of professional recording studios, broadcast facilities and high-end A/V dealer showrooms. The PMI product is an engineered plan set accompanied by professional project support, including site visits, performance testing and final systems calibration. Constantly innovating and pushing the envelope of performance, PMI's engineered plan sets are exhaustive, combining research from the scientific community with its own wealth of knowledge.

Anthony Grimani founded PMI in 1999. As a veteran of Dolby Labs and Lucasfilm THX, he played a primary role in developing the standards for commercial and home cinema. Anthony has assembled a professional team with vast experience in the fields of acoustics; physics, architecture, construction and mechanical/electrical engineering. PMI rooms have won multiple awards including, recently, the Best Overall Large Home Theater category at CEDIA Expo 2007. Their work has also been featured in magazines such as *Home Entertainment*, *Audio Video*

Interiors and Home Theater. PMI conducts training workshops and seminars worldwide about Room Acoustics and Calibration. Please contact PMI at (415) 454-2087 or visit www.pmiltd.com for more information.

Source: PMI, Ltd.

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Notes and contacts for press only:

Photos, additional specifications, information, interview requests and product evaluations should be directed to agency.

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