



PRESS RELEASE

Media Contacts

*Sue Toscano/Lucette Nicoll
Nicoll Public Relations, Inc.
781-762-9300 / sue@nicollpr.com*

Francis Ford Coppola and SIM2 Multimedia Present. . .

Napa Valley, CA—May 7, 2010—SIM2 Multimedia, a world leader in cinema and home-theater projectors, and SIM2 USA Inc., today celebrated the launch of its worldwide ad campaign starring the five-time Academy Award™-winning film director Francis Ford Coppola. A contingent of international guests—including dealers, distributors, industry partners, and press—came together during an intimate event staged at Mr. Coppola's legendary, 1,650-acre Rubicon Estate in Rutherford, California.

Kamikaze+DTF, an advertising agency based in Milan, Italy, developed the creative content of the 2010 campaign in collaboration with SIM2 Multimedia's marketing department. The campaign includes advertisements, point of sale materials and brochures. Featuring the work of internationally-renowned photographer Alan Gelati, the "white" campaign was conceived and designed to be "green," in order to use the least amount of ink on printed materials.

"SIM2 is committed to achieving a sustainable society, continuously striving to reduce the effects on the environment by developing environmentally-compatible products and processes," said Maurizio Cini, President of SIM2 Multimedia. "It was very important to us that, in such a monumental campaign, we stayed true to these values."



Mr. Coppola, who has used SIM2 projectors in his postproduction facility for the past two years, greeted guests and delivered a short commentary on the state of digital movie production in Hollywood. Together with his engineering team, Coppola assisted SIM2 in developing solutions that bring together the specific technologies needed by Hollywood producers—SIM2 projectors now reproduce all the essential frame rates used in production and postproduction processes.

The festivities were topped-off with a tour of Mr. Coppola's winery and the tasting of a selection of award-winning Coppola wines, and concluded with a formal gala dinner in the Pennino Room at the estate's chateau. Attending guests received an autographed Blu-ray copy of Coppola's latest movie '*Tetro*', along with great memories of this event.

"SIM2 Multimedia understands the meaning of luxury, quality, and performance," said Alberto Fabiano, VP of Marketing for SIM2 USA. "We felt it was particularly important to put together a first-class event for our key US dealers and worldwide partners, to emphasize the magnitude of this much-valued endorsement of our brand by one of the true Hollywood greats."

About [SIM2 USA](#) Inc. and SIM2 Multimedia

Since their entrance into the US home theater market in 1999, SIM2 USA, under the guidance of its parent SIM2 Multimedia (established in 1995), has dedicated its resources to marketing and servicing products that meet the demands of the US market. SIM2 Multimedia is a worldwide leading manufacturer of home theater products and leading provider of high-end performance large screen systems (for control rooms, information, communication, and simulation) and professional projection systems for E-cinema applications. Over the years, SIM2 has gained a reputation for meeting the industry's demands for new, emerging technologies, offering high-quality and reliable products that meet the customer's need in any application. Products are designed and manufactured in Italy. The marketing policies of the company are world-oriented, with a direct presence in Italy (headquarters), the USA, UK, China, Germany (sister companies), and in over 60 countries worldwide through partnerships with qualified distributors.

#

10108 USA Today Way, Miramar, FL 33025 • (954)-442-2999 •
www.sim2usa.com