

## **FogScreen Unveils “Walk Through” Projection Screen to US Audience at SVASE**

### **FogScreen Selected to Present at Prestigious “Launch: Silicon Valley 2007” Event**

Helsinki, Finland – June 5, 2007 – FogScreen today announced its selection as a featured presenter at Launch: Silicon Valley 2007. The June 5<sup>th</sup> event, organized by The Silicon Valley Association of Startup Entrepreneurs (SVASE), offers 30 emerging technology companies the opportunity to launch new products in front of Silicon Valley’s most influential leaders and innovators.

“FogScreen has created a projection screen that is both attention grabbing and visually compelling,” said Chris Gill, President and CEO of SVASE. “They have just the right combination of vision and innovation that makes them a perfect fit for Launch: Silicon Valley.”

FogScreen was selected from 160 applicants by SVASE’s advisory board, who sought the most promising new startups in rapidly growing sectors including information technology, digital media, next-generation Internet, life sciences and clean energy. One highlight of the event will be the Launch: Silicon Valley 2007 award for the “Most Promising New Company” in each of the six presenting categories.

The company’s patented technology has created the world’s first “walk through” projection screen made of dry fog (from tap water), allowing vibrant colors and images to literally float in the air. FogScreen’s technology is an ideal fit for trade shows, live entertainment, nightclubs, theme parks or wherever there is a desire to create excitement and visually capture interest.

“Launch 2007 is the perfect venue for FogScreen to showcase our award-winning projection screen,” said Jorden Woods, President of US Operations at FogScreen. “We have created a brand new medium that attracts and holds attention, a capability that is the ‘holy grail’ for marketers, promoters and advertisers.”

Launch: Silicon Valley, co-hosted by Garage Technology Ventures, will be held at the Microsoft Campus in Mountain View, CA on June 5<sup>th</sup>. Selected companies will present on stage for 10 minutes and have the opportunity to explain their products in more detail to the audience during planned networking breaks. For more information or to register for the event, go to <http://launchsiliconvalley.org/event.htm>.

**For more information about FogScreen, Inc. and FogScreen projection screen, please contact:**

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**About FogScreen, Inc.:**

FogScreen, Inc. provides an innovative and award-winning projection screen technology that creates magical experiences and stunning visual effects that “wow” and captivate audiences. Its patented technology creates the world’s first “walk through” projection screen. With the use of ordinary tap water and digital technology, FogScreen enables projected images to literally float in the air, creating a brand new medium to captivate and fascinate audiences. The highly innovative yet simple-to-use product has been utilized to enhance product launches, trade shows, live entertainment, nightclubs, museums, theme parks and even private parties. FogScreen, Inc. has won numerous awards and select customers include: Disney, Nokia, 20<sup>th</sup> Century Fox, Harrah’s, Victoria’s Secret, P&G, Motorola, Sony, Siemens, Microsoft and many others. For more information, visit [www.fogscreen.com](http://www.fogscreen.com).

**About SVASE:**

Founded in 1995 by entrepreneurs, for entrepreneurs, The Silicon Valley Association of Startup Entrepreneurs (SVASE) is the largest and fastest growing nonprofit in Northern California, dedicated exclusively to helping technology and life science entrepreneurs start and grow successful businesses. SVASE provides support and resources for entrepreneurs, from the idea through initial rounds of funding to product launch, delivered at twelve monthly events and a continually evolving web site. For more information about SVASE, please visit [www.svase.org](http://www.svase.org).