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**FOR IMMEDIATE RELEASE**

### **SkyNet Takes Center Stage at the Music Box Theatre**

TEMECULA, California (July 28, 2010) – **SkyNet**, by **ADTI Media LLC**, an industry leader in digital display technologies, has landed a starring role at the famed **Music Box @ Fonda Theatre** on Hollywood Boulevard. Chosen exclusively for the theatre’s recent renovations, SkyNet serves as the permanent backdrop for special concerts and entertainment events. “The **SkyNet** screen is such a powerful and dynamic display and is the perfect complement to the theatre’s new décor”, said Preston Gaspar, Manger of Special Events for the Music Box. “Clearly a high quality LED display is a required element for many entertainment events and artists, and we are seeing significant interest – especially among the award community -- in booking the **Music Box** as a result of the **SkyNet** display”.

**SkyNet** made its Hollywood debut at the grand re-opening of the **Music Box** in March, 2010 and also served as the backdrop for the recent industry open house where over 500 entertainment and event professionals saw a first-hand glimpse of the newly renovated theatre and **SkyNet** screen. In addition, **SkyNet** at the **Music Box** recently provided the background for a national video game commercial. “Everyone on set was extremely inquisitive and complimentary of SkyNet,” said Jen Berry, Production Supervisor for Harvest Films. “We love your work and we love your LED screen!”

A 1000 square foot **SkyNet** digital LED screen, with 120 square foot side screens, illuminates the back of the stage, making every event and concert a unique and powerful experience for the audience as well as the artist. “As we began our renovations to the **Music Box**, we wanted to provide our artists with the latest in visual display technology so that our audience could enjoy a visual experience that was equal to their listening experience,” said Mr. Gaspar. “**SkyNet** was an obvious choice given the high quality and performance of the product and **ADTI Media’s** commitment to customer service.”

**SkyNet** mounts high intensity, smart LEDs on patented, flexible, mesh architecture, creating daylight bright, full color video in excess of 8000 NITs. “We are excited to showcase the performance capability of **SkyNet** in this intimate setting, as well as play a central part in the renovation and ongoing performances of one of Hollywood’s most beloved theatres,” commented Jim Martindale, President and CEO of **ADTI Media**. The **Music Box’s** reputation for providing high quality entertainment is perfectly aligned with our goal of providing the concert and entertainment industry with innovation and excellence in large area LED display technology. We look forward to a long and successful partnership.”

**SkyNet’s** applications range from tall, unique shaped building facades to indoor and outdoor entertainment venues. Upcoming installations include the pedestrian bridge at the Mall of Emirates in Dubai and a 1700 square foot sign in the heart of New York’s **Times Square**, both scheduled for mid to late summer. Other potential installations range from the Las Vegas Strip and Los Angeles to proposed venues in the Middle East, Mexico City, and Argentina.

#### About **ADTI Media**:

**ADTI Media** LLC, is a privately held, **ISO-9001 certified** company, with employees and independent consultants throughout California, the United States and around the world. Corporate offices are located in Temecula, California. For more information regarding **ADTI Media**, LLC. and the **SkyNet®** product, please visit the company website at [www.adtimedia.com](http://www.adtimedia.com) or email inquiries to [info@adtimedia.com](mailto:info@adtimedia.com)

About The **Music Box @ Fonda Theatre**:

Located in the heart of Hollywood, the **Music Box @ Fonda Theatre** is a premier entertainment venue providing concert goers with a unique and exciting listening experience. In conjunction with Goldenvoice/AEG, The **Music Box** hosts an average of 20 concerts each month featuring some of the hottest musical groups and most influential bands performing today. Their clients include A-Listers like the Grammy Foundation, Sony Pictures, Universal Studios and the American Film Institute and many more. For more information, visit their website at [www.tmbhollywood.com](http://www.tmbhollywood.com).

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