



eSea™ Digital Cinema Buyer's Guide



www.skyfactory.com

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Sky Factory's Digital Cinema products, eSea, eScape and SkyV, are sophisticated digital video display systems that are customized for each client. We want the process of ordering and installation to be smooth and simple. This guide will familiarize you with the various options in a step-by-step manner. You will then work directly with one of our Sky Designers to place your order. Depending on the requirements of your installation and choice of options, you may also work with one of our Digital Cinema Technical Engineers during the ordering process.

We highly recommend the involvement of a certified audio-video installer during installation, which typically will also involve the services of a carpenter and electrician. The installation process will be fully explained during the ordering process.

5 Step Selection System

Step 1 Choose size

Step 2 Choose frame finish

Step 3 Choose the color of the controller

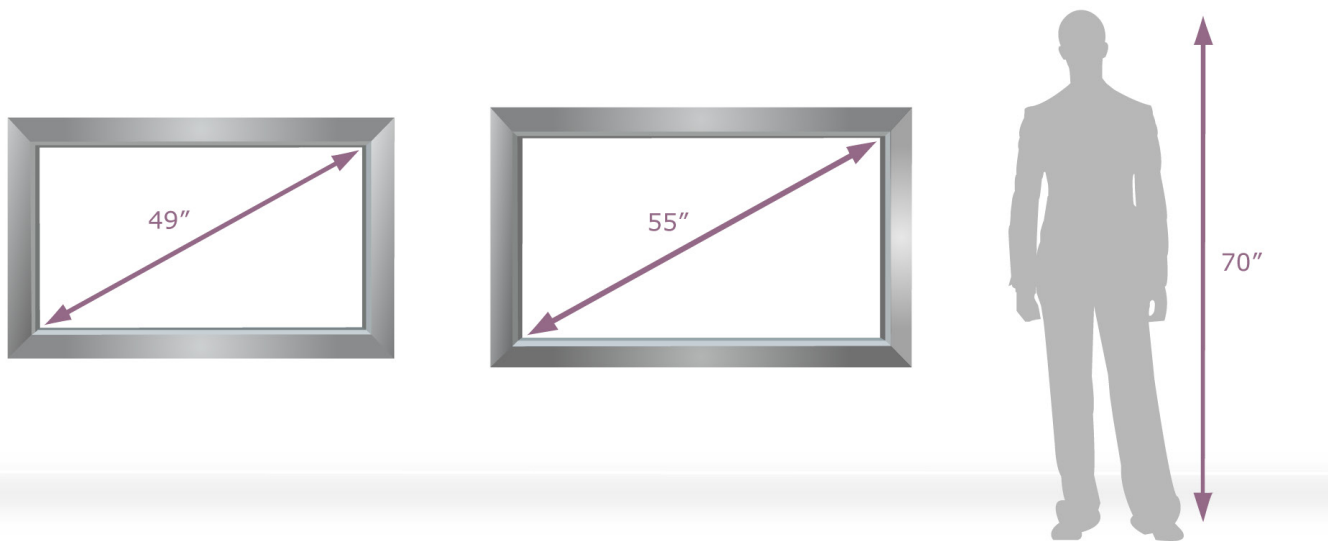
Step 4 Choose your video and their playback sequence

Step 5 Call our design staff to review your choices and get a quote



Step 1 Choose your size

We offer a 49 inch diagonal and a 55 inch diagonal screen both with a 16 x 9 aspect ratio.



Our commercial grade monitors have full high definition video resolution (1920 x 1080 p) and our videos currently range from 30 to 120 minutes per scene.

Step 2 Choose your frame finish

eSea trim comes in a contemporary style of aluminum in either brushed anodized clear or brushed anodized black finish.

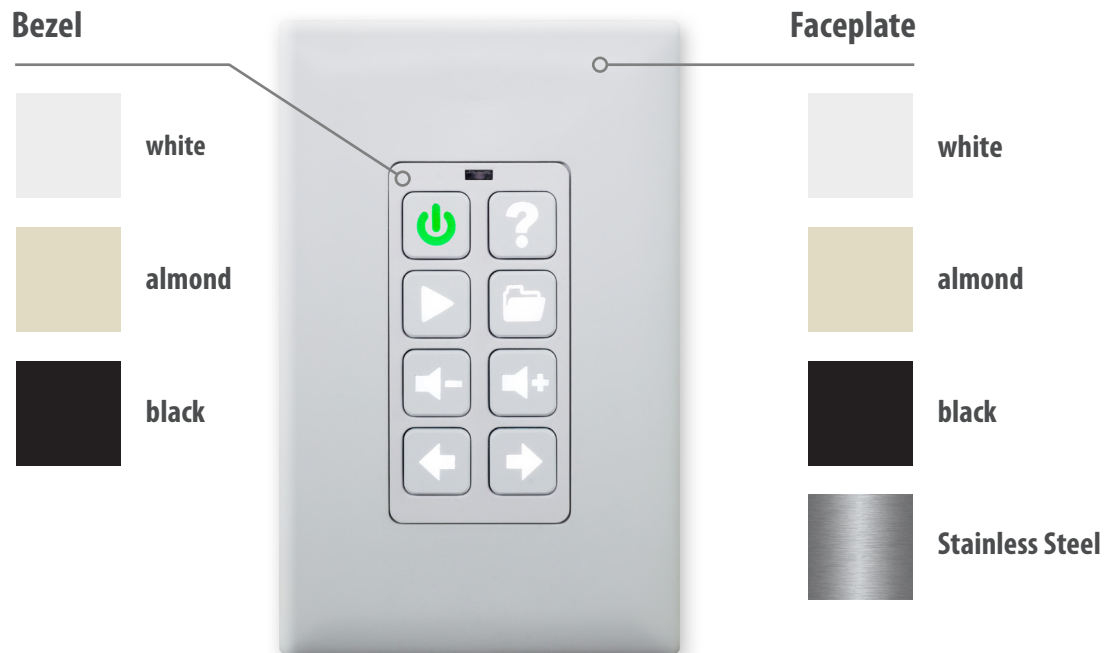


Step 3 Choose the Colors of the Wall Mounted Controller

The wall mounted controller has three parts: the buttons, the bezel and a Lutron® Designer Style faceplate.

The bezel comes in white, almond or black.

The faceplate comes in white, almond, black or stainless steel.*



*Other faceplate options are available from Lutron®

Step 4 Choose your video scenes

Go to the eSea video catalog page: <http://www.theskyfactory.com/products/eSea/>
Choose your videos, note the video scene ID numbers and the order in which you would like them to play. In Step 3 we ask you to call us to review your selections. Each eSea currently features 5 hours of footage. More scenes will be available soon, and can be easily and simply exchanged.

The screenshot shows the Sky Factory eSea website. At the top is the Sky Factory logo with the tagline "The rascals of the sky...inside". Below the logo is a navigation bar with links: HOME, PRODUCTS, PORTFOLIO, SKYMOBILE, RESOURCES, ABOUT US, CONTACT US, and a Facebook Like button showing 175 likes. The main heading is "eSea™ Much More than an Aquarium! A Digital Cinema Underwater Experience".

Below the heading is a text block describing the eSea system: "Sky Factory's eSea is a digital cinema window designed to provide the relaxing, therapeutic benefits that result from viewing living underwater environments. Research has established that viewing such environments restores emotional balance, reduces anxiety and even lowers blood pressure. The eSea illusion engages the observer in a deep experience of nature, one that enlivens biophilia, our innate genetic-based need to bond with living systems." To the right of this text is a small video player showing two people looking at a screen, with the caption "Introductory Video".

Below the text is another paragraph: "Designed as a portal into large underwater environments, eSea presents the gentle flowing motions inherent in all marine life. It is this Heraclitean motion that triggers an automatic 'relaxation response' in the observer. eSea is an ideal solution to the high costs of setting up and maintaining salt or freshwater aquariums and mitigating the risks associated with water-borne pathogens. With eSea, you get much more than a virtual aquarium."

Below the text is a section titled "Library of Scenes". It includes a "Choose your trim:" dropdown menu with options: Brushed, Anodized, Finish. Below this is a large video player showing a vibrant underwater scene with coral and fish. The text "Click to play this scene" is overlaid on the video, and "Or select another scene below" is at the bottom of the player. Below the video player is a row of five small video thumbnails, each with a scene ID and a title:

ec07	ec08	ec01	ec05	ec02
09:59m In	19:17m In	19:07m In	09:46m In	19:05m In
Pallid Coral Reef	Shark Reef	Sea Nettle Jellyfish	Coralles	Clown Fish and Anemone

Step 5 Contact a Sky Designer

Contact our design staff to review your selections, get a price quote, and get answers to any questions you may have.

Toll Free: **+1-866-759-3228** E-Mail: **info@skyfactory.com**

Frame Size Selection _____

Frame Finish Selection _____

Bezel and Faceplate Color Selection _____

Scene Selections (we currently offer a 5 hour package, with more soon to come)

es _____	duration _____	es _____	duration _____
es _____	duration _____	es _____	duration _____
es _____	duration _____		

TOTAL time _____

Comments _____