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News Release

IMMERSIVE MEDIA CORP. CHOSEN BY LAKE COUNTY, FLORIDA TO SUPPORT TORNADO DISASTER DAMAGE ASSESSMENT AND RECOVERY EFFORTS

Calgary, AB – February 27, 2007 – Immersive Media Corp. (“IMC”) today announced that Lake County Florida Emergency Operation Center has engaged IMC’s GeoImmersive™ technology in their damage assessment and recovery efforts after recent tornadoes devastated the central Florida region. GeoImmersive video was captured of the affected areas to support assessment activities and facilitate the rebuilding process.

The 2007 Central Florida Tornadoes were a localized, but devastating, tornado event that took place in central Florida early on February 2, 2007. Initially thought to have been one tornado, but later confirmed as three separate ones. The catastrophe caused an estimated \$148 million in property damage in Lake, Sumter and Volusia counties and left hundreds of homes badly damaged or uninhabitable and killed at least 20 people.¹

“GeoImmersive video capturing all angles of the damage is invaluable as we assess and plan to rebuild,” stated Kitty Cooper, GIS Director for Lake County, Florida. “Having comprehensive visual documentation enables us to evaluate the damage caused and better coordinate recovery efforts amongst the public, private contractors, Federal agencies and all levels of government. By having an established visual archive that can be easily accessed, stakeholders can receive updates and strategize by being on location via remote access. Increased communication due to greater visual detail means shorter rebuilding timelines and ultimately, faster recovery for the region.”

“During a difficult time for Floridians, we are honored to be able to assist Lake County with recovery,” said Myles M. McGovern, president & CEO of Immersive Media Corp. “Areas in the path of Mother Nature can benefit from GeoImmersive video capture both pre and post-disaster to support evacuation plans, damage assessments, and long-term rebuilding efforts.”

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¹ http://en.wikipedia.org/wiki/2007_Central_Florida_Tornado

About Immersive Media Corp.

IMC is an advanced digital video imaging company. Using eleven video streams arranged according to geodesic geometry, Immersive video captures an almost complete spherical image; a high-resolution 360 degree view of surroundings that is seamlessly stitched together. IMC's immersive movies can integrate GIS coordinates and other metadata producing our GeoImmersive™ video. IMC's open platform design easily interfaces with industry standard databases providing viewers with greater visual detail for timely, fact-based decision-making.

IMC's offerings include hardware, software, camera and post-production services, and immersive imagery available for licensing. Applications include: urban planning, oil and gas resource management, emergency response and first responder operations, and commercial media. IMC is a publicly traded company that is listed under the symbol "IMC" on the TSX Venture Exchange. For more information please visit www.immersivemedia.com

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