



For Immediate Release

**TOTAL IMMERSION PARTNERS WITH SIX FLAGS TO BRING PARK VISITORS
FACE TO FACE WITH ‘THE JOKER’ AND HIS HENCHMEN**

New Dark Knight Coaster Rides Extend the Experience to the Queue Line

LOS ANGELES (August 5, 2008) – It’s no joke. If you’re in line to ride **THE DARK KNIGHT** Coaster at Six Flags parks in Gurnee, Illinois or Jackson, New Jersey, you can step into the dark side with The Joker and his henchmen.

Through technical wizardry from Total Immersion (www.t-immersion.com), the global leader in augmented reality, queue lines have become part of **THE DARK KNIGHT** Coaster experience.

Now open at Six Flags Great Adventure in Jackson, New Jersey, near Trenton, and Six Flags Great America, in Gurnee, Ill., near Chicago, **THE DARK KNIGHT** Coaster is an indoor ride based on the blockbuster Warner Bros. film. More than just a ride, **THE DARK KNIGHT** Coaster is an adventure that uses storytelling, physical movement, video, sound and special effects to bring guests a one-of-a-kind dark ride thrill. Guests board a Gotham City rail car and careen through six 180-degree hairpin turns, climb unseen hills, plunge into pitch darkness and continue to be tormented by The Joker as they thrust on to the battlefield of good vs. evil.

Immersion in the Gotham environment begins just before boarding, in a pre-show area that looks and feels like a subway tube. Exclusive footage of actor Aaron Eckhart, as District Attorney Harvey Dent, gives way to the sense of dread that accompanies The Joker wherever he goes. What appears to be a surveillance monitor reveals an interactive mirror, known as ClownVision™, that magically superimposes clown masks on two riders at a time – temporarily turning them into accomplices of the Heath Ledger character.

”We’re extremely pleased to partner with Total Immersion on this project,” said Stephen Keaney, VP Development, Six Flags. “The technology is surprising and delighting park guests and creating a lot of anticipation for the ride.”

“This is definitely the most immersive way to get connected to The Dark Knight Coaster ride,” said Bruno Uzzan, CEO and co-founder, Total Immersion. “It’s a wonderfully creative way to bring the guest and the brand together. We’re looking forward to expanding our relationship with Six Flags on a range of interactive digital solutions – experiences that visitors enjoy in the moment and remember long after they’ve left the park.”

About Total Immersion

Total Immersion (www.t-immersion.com) is the global leader in augmented reality. Through its patented D’Fusion® technology, Total Immersion blurs the line between the virtual world and the real world by integrating interactive 3D graphic components into a live video stream in real time. Founded in 1999 by Bruno Uzzan and Valentin Lefevre, Total Immersion is based in France and maintains a U.S. presence in Los Angeles. Its solutions are also available through a network of resellers worldwide.

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