



THE GUITAMMER COMPANY INC.

...leaders in low frequency sound...

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for immediate release

The Guitammer Company Inc. Announces the World Premier Installation of ButtKicker™ Products in the new Center of Science and Industry (COSI)

Westerville, OH, USA – The Guitammer Company, leaders in low frequency sound, announced the World Premier installation of their innovative **ButtKicker™ products in the Dome Theater** Ocean and Gadget Learning Worlds in the new \$125 million Center of Science and Industry (COSI) in Columbus, Ohio (<http://www.cosi.org/general/index.html>).

Fitting right in with the new COSI's "*fascination destination*" theme, the ButtKicker™ products are both fun and scientifically significant. Invented by Marvin Clamme, Director of Research for the Company, the ButtKicker™ products use a newly patented electromagnetic low-frequency transducer (pictured above) that produces true infrasonic - below audible - shaking and sound reproduction.

In fact, this transducer is a new type of linear motor that has potential applications far beyond the entertainment industry with diverse users that include active vibration cancellation, oil exploration, structural analysis and, miniaturized, as a device to cure certain types of hearing impairments.

Different from other shakers or tactile transducers that use older voice coil technology, the ButtKicker™ products with **their 9 Hz resonant frequency and range of 5– 200 Hz** are more powerful, more linear (musical) and offer true infrasonic or below audible response.

Powered directly from each venue's sound track, the **ButtKicker™ Shaker** is used for moving seats, bleachers, or any type of substrate. The **ButtKicker™ AirPump™**, a new type of **sub-subwoofer**, moves air but at below audible ranges.

Both enable the audience to not only hear but "**feel**" natural and man-made sounds, such as earthquakes, rocket launches, explosions and all types of music and sound effects. This added realism makes the audience active rather than passive participants in their entertainment experience and will forever change the way people watch movies and listen to music.

Powerful enough to shake 2 - 3 theater seats; 86 ButtKicker™ Shakers move and vibrate **all 227 seats in the Dome Theater**. Additionally, 2 AirPumps™ are installed behind the Dome and add increased low frequency sound reproduction.

In the Ocean and Gadget Learning Worlds the Shakers are used to recreate an undersea earthquake and reproduce industrial vibrations.

Other users include **The Backstreet Boys, Walt Disney Imagineering**, custom home theater installers, sound contractors and speaker manufacturers. Additionally, the ButtKicker™ Shaker was recently featured on HGTV's "Designing for the Sexes" home theater episode. A smaller consumer version for personal home theater and computer gaming is slated for release the Spring of '00.

For more information please visit www.thebuttkicker.com or contact:

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