



PRESS RELEASE

## **TECHNIFEX IS CELEBRATING 35 YEARS!**

April 11, 2019 - Valencia, CA - 2019 is a monumental year for Technifex. Celebrating 35 years in business together, Rock Hall and Monty Lunde followed their dreams after years as Disney Imagineers to become small business owners. Opening the doors of Technifex in 1984, they filled a niche providing design, engineering, and fabrication of technical special effects for corporate America. The Baltimore Power Plant, a Six Flags theme park, was their first project and it leapfrogged into work for telecom giant AT&T which solidified Technifex as a legitimate company. Technifex eventually gained the attention of Universal Studios and history was made when Technifex was invited to work on the original King Kong attraction, in Hollywood, which launched their themed entertainment legacy.

Today Technifex is a very well-established themed entertainment supplier, taking on more and bigger projects year after year, in multiple verticals, including location-based entertainment, military, augmented reality, cruise lines, casinos, museums, hotels, and experiential events (what was exhibits). The Technifex team continues to expand as Rock and Monty continue to add engineers, fabrication experts and senior management to meet the demands of their extensive project work.

Monty Lunde, Technifex' President, remarks "Rock and I are very proud of Technifex's 35-year legacy and the team we have assembled that really make the magic at Technifex happen. We are also extremely grateful to our clients who have had faith in our team's ability to solve complex challenges and meet critical deadlines. All in the name of fun!"

Currently, Technifex is supplying the world of augmented reality, supporting Dreamscape Immersive VR Experience centers, with the roll-out of three individual experiences at Westfield Century City Mall in Los Angeles, CA.

Technifex Products division has completed R&D and are in production of their expanded FauxFire® product line which features the world's most realistic fake flame effects, packaged in several formats including a campfire, torch, and "afterburner" as turnkey products. More information at <http://technifex.com/products/>.

This year, at the 2019 Thea's gala in Anaheim on April 13th, Technifex will be the proud recipients of their 26<sup>th</sup> Thea Award for Outstanding Achievement for their work on Universal Orlando Resort's Volcano Bay water theme park.

More info at [www.technifex.com](http://www.technifex.com).

Contact: Tracy Balsz [tracyb@technifex.com](mailto:tracyb@technifex.com) 323.428.9075