

BREAKFAST

PRESS RELEASE

FIRST-EVER REAL-TIME ELECTROMAGNET DOT DISPLAY BUILT TO LAUNCH TNT'S NEW CRIME SHOW "PERCEPTION"

NEW YORK - JULY 18, 2012 - For the month of July, TNT with the help of BREAKFAST is presenting a first-of-a-kind experience on the streets of New York.

Located in Manhattan's Herald Square at 885 6th Ave and 32nd Street, the 23x12 foot display is made up of 44,000 electromagnetic spinning dots which each flip from black to white creating an incredibly unique moving image that you can actually hear. Through their body movement, pedestrians can literally erase words from the screen – leaving specific clues. These clues then animate to diagnose the human condition at the root of a crime taken directly from TNT's "Perception". This animation recreates the unique ability of Perception's lead character, Dr. Daniel Pierce, who is able to see hidden messages to help him solve crimes.

Building off of a technology from the past, similar to the audible flip-boards that once graced the walls of train-stations, the team at BREAKFAST re-engineered these components from the ground up, enabling them to operate in real-time and 15 times faster than originally designed. Users are not only able to see a unique black-and-white reflection of their movements, but hear what that sounds like as the thousands of analog dots spin rapidly back and forth.

The experience will run 24 hours a day until July 29th.

For videos and high-res images of the installation, visit <http://breakfastny.com/2012/06/reactive-super-speed-electromagnet-dot-display-per/>

TNT's *Perception* airs on Mondays at 10 p.m. (ET/PT), following new episodes of *The Closer*. For more information, visit <http://www.tntdrama.com/series/perception/>

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BREAKFAST specializes in creating digital experiences that utilize custom robotics and devices to bridge the gap between online and the real world. They are based in Brooklyn, NY.

For more details on this project or to schedule an interview with any of the BREAKFAST crew, please contact Michael Lipton at 860 966 4962 or lipton@breakfastny.com.