FOR RELEASE October 24, 2017

TRIOTECH NAMES CIRQUE DU SOLEIL ALUMNI
AS VICE PRESIDENT CREATION

Nol Van Genuchten joins interactive attraction leader as Vice President Creation.

Montreal, October 24, 2017 – Ernest Yale, founder, President & CEO of TRIOTECH, is proud to announce the appointment of Nol Van Genuchten as Vice President Creation.

“Nol will play a key role at TRIOTECH by overseeing all the creative aspects of the attractions and experiences we create,” said Mr. Yale. “He will help define the company’s creative direction.”

Charles Décarie, Chief Operating Officer at TRIOTECH added: “Nol is an out of the box thinker that thrives on finding unique solutions to different types of creative challenges.”

Over the years Nol Van Genuchten has built an impressive entertainment industry portfolio applying his combined talents to large-scale events and experiences in unique and challenging environments.

“TRIOTECH is recognized as a leader in the field of immersive and interactive attractions for theme parks and location-based entertainment. I am thrilled to have the opportunity to contribute to develop new experiences and I relish the challenge of joining this growing organization,” commented Mr. Van Genuchten.

After leaving Cirque du Soleil in 2006, Mr. Van Genuchten founded Creative KAOS Management, where he build and lead a team uniting a vast experience in live entertainment design, art direction, technical direction and production management.

Prior to that journey he held various positions at Cirque Du Soleil as a member of the creative teams that designed the shows Cirque has become known for around the world.

About Triotech:

TRIOTECH, MARKET LEADER in DIGITAL INTERACTIVE ATTRACTIONS

TRIOTECH is the creator of award winning immersive and interactive media-based attractions for both the entertainment and edutainment markets.

With more than 320 installations in 50 countries across all continents, over 110 million guests have lived a TRIOTECH experience since the company was established in 1999. TRIOTECH offers integrated turnkey solutions for digital attractions including content developed in its own studio in Montreal, Canada.

TRIOTECH is a privately held company with over 200 employees deployed in Canada, the USA, and Asia.

For more information:
Christian Martin
Vice President Marketing – Triotech
c.martin@trio-tech.com
+1.514.603.4732