

UK TRADE AND INVESTMENT MINISTER LORD GREEN VISITS GLOBAL IMMERSION AT SOUTH EAST ENGLAND SCIENCE CENTRE

Leaders in Immersive Theatre Experience Host Political Delegation at Winchester Planetarium

West Sussex --- 9 September, 2011 --- On 7th September 2011, immersive experience specialists, Global Immersion hosted Lord Green of Hurstpierpoint, Minister of State for Trade and Investment, at the INTECH Science Centre and Planetarium in Winchester, Hampshire.

As a highly creative, award-winning British organisation with offices in the United States and Canada, Global Immersion has worked with UK Trade and Investment (UKTI) since 2009 to research and enter new export markets.

The visit, organised by UKTI, follows Global Immersion's ongoing relationship with UKTI and served as an opportunity for Lord Green to meet with Global Immersion, a dynamic and rapidly growing company.

Global Immersion has demonstrated significant successes since being established in July 2007 following a management buyout, and continues to expand internationally in creative services and new media markets.

Lord Green, Minister for Trade and Investment said; "I was delighted to meet the innovative Global Immersion team at the INTECH Science Centre. More and more south east based firms are finding export success overseas and UK Trade & Investment continues to work closely with local firms to help them meet their global aspirations. I wish Global Immersion every success for the future."

John Cumberland, Chairman of Global Immersion said; "We welcome this event as a milestone in our partnership with UKTI. UKTI has assisted us with development of a global expansion strategy which has so far led to, and supported, some of our projects across territories including Egypt, Turkey, Norway, Russia, Taiwan and the United States."

Global Immersion's specialism lies in the design and integration of high performance, complex immersive experiences. With an extensive portfolio of technologically advanced digital planetarium solutions, world-class 3D and 4D theatres, innovative full-dome systems, and other immersive environments for the attractions and entertainment sectors, Global Immersion has recently completed the Moscow and Adler planetariums, two of the world's oldest and most prestigious planetariums, as well as the Taipei Astronomical Museum.

Global Immersion also designed and provided technology and system integration for the host facility, INTECH Planetarium, in early 2008. Soon after, the facility was launched to the public as the UK's largest digital planetarium at the time and now serves more than 120,000 visitors each year.

Cumberland concluded; "Invaluable contributions from UKTI have led to notable successes outside of our core project activities including press exposure, professional development, networking, and foreign market consultancies. The title of '2011 International Business of the Year' awarded to Global Immersion at the Gatwick Diamond Business Awards earlier this year stands as one of many testaments to this. "



IMAGE: Lord Green meeting Global Immersion Directors

(From left to right: Michael Andrews, CFO, Global Immersion; Lord Green, Minister for Trade and Investment; Martin Howe, CEO, Global Immersion; John Cumberland, Chairman, Global Immersion)

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NOTES TO EDITORS:

About UK Trade & Investment (UKTI)

UKTI is the government department that helps UK-based companies succeed in the global economy. We also help overseas companies bring their high quality investment to the UK's economy – acknowledged as Europe's best place from which to succeed in global business. UKTI offers expertise and contacts through its extensive network of specialists in the UK, and in British embassies and other diplomatic offices around the world. We provide companies with the tools they require to be competitive on the world stage. For more information on UKTI, visit www.ukti.gov.uk

About Global Immersion

Global Immersion is an award-winning organisation, dedicated to the unique and innovative medium of immersive theatre and specialising in the design and integration of world-class planetarium, giant screen, 3D and 4D environments.

With over thirteen years experience in the world of full-dome displays and scientific data visualisation, Global Immersion combines a wide range of proven technologies to create enthralling and exciting immersive theatre. As a full-service team, they pull together consultancy, design, technology, engineering, system integration, content and creativity – for world-class experiences that are built for the future.

For further information about Global Immersion and the Global Immersion range of leading immersive theatre solutions please visit www.globalimmersion.com

About INTECH Science Centre and Planetarium

INTECH Science Centre & Planetarium is a unique, exciting interactive centre administered by the educational charity, The Hampshire Technology Centre Trust Ltd, with the specific purpose of promoting the knowledge and understanding of science, technology, engineering and mathematics (STEM). The Trust was founded in 1985 by like-minded people in business, industry and higher education in response to the local shortage of scientists, engineers and technicians. From humble beginnings INTECH has grown into an important regional hub for informal science learning and a popular visitor attraction for schools and the general public. INTECH is largely self-funded with more than 97% of its running costs being internally generated.

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For further information about Global Immersion and the Global Immersion range of leading immersive theatre solutions please visit www.globalimmersion.com

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