

## GLOBAL IMMERSION TO DELIVER NEW 4D THEATER EXPERIENCE AT SCOTLAND VISITOR CENTER

West Sussex, UK --- 1 March, 2010 --- Following a fiercely competitive bid process, Global Immersion has been awarded the contract for an exciting new 4D theater experience at Our Dynamic Earth, Edinburgh, Scotland – the UK’s only visitor center dedicated to the story of Planet Earth. The new visitor experience will be the first permanent 4D theater installation in Scotland and will feature a custom-produced 4D show, interactive pre-show area, and 78-seat main theater integrated with an array of experience effects including stereoscopic 3D, lighting, audio, wind, snow and aroma.



CG Render of the new 4D theater

Global Immersion is managing the design and fit-out of both the pre-show area and 4D theater and began the renovation in January 2010. As prime contractor on the project, Global Immersion has commissioned a custom 4D show and a range of interactive media to be screened within the pre-show area.

Scheduled to open in April 2010, the new experience will ‘fly’ visitors from the Arctic to the tropical rainforests, travelling through some of the Earth’s natural biomes and habitats along the journey. The theater will replace the existing ‘Journey of Contrasts’ exhibit gallery and immerse visitors in content rich CG animations and innovative technologies to tell the story of our planet.

The technical design features Global Immersion’s new Intensity™ multi-dimensional theater solution. The bespoke system includes a 6.5 x 4.5 meter screen, 3D display technology, fully automated touch-screen control, and an efficient glasses management system. The solution also features a custom bass-rumbler seating configuration, hi-FX™ theatre effects with wind, snow and olfactory, Global Immersion’s hi-LIGHT™ smart lighting system, and a hi-TEMPO™ 7.1 audio system.

In addition to the main 4D theater area, the pre-show visitor holding zone will engage visitors in tailored media and feature a number of integrated technologies including LCD and projection displays, graphics panels and special effects lighting.

Douglas Walker, Commercial Director at Our Dynamic Earth commented, “Our Dynamic Earth selected Global Immersion as the supplier of our new 4D gallery for a number of factors. One of these was their innovative design proposal which allowed us to create a substantial space for the pre-show area - a vital element of the overall gallery. There was also a commitment to provide a high quality solution that would both entertain and educate our guests.”



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Walker continued, "The gallery takes the audience on a journey from the Polar Regions to the Tropical Rainforests and will communicate how different climatic regions and biomes are formed and how life has adapted to these biomes. We agreed that the 'in gallery effects' should complement the whole experience and not become too much of a distraction. The approach taken by Global Immersion should help us achieve this."

Martin Howe, Chief Executive at Global Immersion added, "The new 4D experience marks a fundamental milestone for us in the continued expansion of our immersive theater solutions into the attractions industry arena." Howe continued, "We're hugely excited about our new partnership with Our Dynamic Earth and the fantastic team effort and innovation and it has already led to. As home to the world's first Intensity® theater, we look forward to strengthening the relationship with the team there – supporting and reinforcing their world-class capabilities."

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## About Our Dynamic Earth

Our Dynamic Earth is a science centre in Edinburgh, Scotland, and opened in 1999 as one of the first major projects supported by the UK's Millennium Commission. The principal focus of Our Dynamic Earth is to facilitate a better public understanding of the processes that have shaped the Earth (known as earth science).

## About Global Immersion

Global Immersion is an award-winning organization, dedicated to the unique and innovative medium of immersive theater. With over ten years experience in the world of full-dome displays and scientific data visualization, Global Immersion combines a broad range of proven technologies to create enthralling and exciting immersive theater. As a full-service team, they pull together exceptional theater design, advanced projection technologies, content production, user-friendly controls and advanced audio & lighting – all on a digital infrastructure.

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