

GLOBAL IMMERSION WINS AV AWARD FOR CALIFORNIA ACADEMY OF SCIENCES PLANETARIUM

West Sussex, UK --- July 1, 2009 --- Global Immersion has been presented with an *ARCHI-TECH* AV Award in recognition of its recent work at Morrison Planetarium, California Academy of Sciences in San Francisco, USA. The awards were presented at the 2009 InfoComm International® AV awards ceremony, held on June 17th in Orlando, Florida.

Following assessment of project submissions by an expert panel of judges, the California Academy of Sciences project was selected for the award of 'Grand Prize over \$1million' based upon concept, design, innovation, scheduling, teamwork, and solution.



Global Immersion's involvement in the project included design and integration of a digital fulldome solution into the 22.8 meter (78ft) Morrison Planetarium featuring a Global Immersion Fidelity Bright™ solution with six projectiondesign® F30 projectors, a custom-designed, uncompressed server system for content playback and editing, plus a turn-key workflow solution. This state-of-the-art configuration was recognized as a creative and effective integration of technology into an otherwise traditional construction project.

Now in its seventh year, the *ARCHI-TECH* AV Awards program honors exceptional audiovisual architectural projects. Five other organizations, including new media, visualization and ICT Consultants, Visual Acuity Ltd, were also awarded for their AV, design and consultancy contributions to California Academy of Sciences project – all winners will be featured on the *ARCHI-TECH* website and in an e-Lunch & Learn series of free webinars during August 2009.

About *ARCHI-TECH* AV Awards

ARCHI-TECH, a publication with an exclusive focus on combining the elements of design with the rapidly evolving technologies used in non-residential buildings, presents the annual AV Award in conjunction with InfoComm International, the leading organization serving the professional AV communications industry worldwide. www.architechmag.com



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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 D all on a digital infrastructure. www.globalimmersion.com

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