



press release

FOR IMMEDIATE RELEASE

GLOBAL IMMERSION SUPPLYING FIDELITY BRIGHT TO CALIFORNIA ACADEMY OF SCIENCES

Vendor Collaboration to Install World's Largest Fully Digital Planetarium

West Sussex, UK --- 18 January, 2008 --- The California Academy of Sciences in San Francisco has reinvented and rebuilt the historic Morrison Planetarium, selecting Global Immersion as digital display system provider and integrator. Scheduled to open in 2008 and boasting the capacity for an audience of 300, the cultural Morrison dome is now one of the world's largest planetariums.

Situated in Golden Gate Park, the Morrison dome is positioned on a 30 degree angle, and at 75-foot in diameter, shares the title of biggest planetarium on the West Coast of Northern America. The dome architecture focuses upon the principal of environmental science and sustainability, incorporating features such as a 100% recycled steel dome frame and a living, planted dome roof.

Following extensive planning and deliberation, the Academy decided to become a completely digital planetarium – selecting Global Immersion's technologies to fulfill its needs. The new Morrison Planetarium will become home to a Fidelity Bright fulldome solution, built around six high performance projectiondesign® DLP® projectors with a Media Director and Media Server high fidelity playback system. The Academy purchased a Sky-Skan DigitalSky2™ system that will be integrated into the Fidelity Bright solution to work as an additional source to the system. To meet the planetarium's mission of showing a wide variety of content, SCISS AB of Sweden will be adding UniView™ software to the mix, allowing theater staff to show audiences around the most accurate and interactive digital universe available.

Ryan Wyatt, the Director of Morrison Planetarium and Science Visualization at the Academy of Sciences has said "Technology plays a central role in modern planetariums, with relationships that last long past the delivery date of computers and projectors. We look forward to working closely with the talented people at Global Immersion."

Martin Howe, Chief Executive of Global Immersion explained, "This is a perfect example of how our range of solutions and services integrate components from other suppliers. By working closely with the client team, we



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can design solutions using a range of technologies so that the client ends up with a truly customized system that fulfils their goals, whatever they may be.”

About the New California Academy of Sciences

Designed by Pritzker Prize-winning architect Renzo Piano with local partner Chong Partners, the new California Academy of Sciences will combine inventive architecture and eye-opening exhibits, inspiring its visitors to explore and protect the natural world. Topped with living planted roof, the building will set a new standard for sustainable architecture. The estimated total cost of the project is \$484 million, including building, exhibition, visitor experience, relocation and interim operation costs. The new Academy, which will house the Kimball Natural History Museum, Steinhart Aquarium, and Morrison Planetarium, is slated to open in late 2008.

About Global Immersion

With over ten years experience in the world of full-dome displays and scientific data, Global Immersion brings together a broad range of proven technologies, offers a variety of services and provides turnkey solutions from content through to completion. Our truly fresh approach brings a vast heritage to the party, this is coupled with our passion for building innovative, immersive theaters and puts us center stage as we work worldwide with our international partner network.

To find out more, [talk to us](#).

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