



SWEDISH MUSEUM OF NATURAL HISTORY AND GLOBAL IMMERSION BEGIN IMMERSIVE UPGRADE

Installation of Two New Systems Starts

West Sussex, UK --- 7 January, 2008 --- After two parallel public procurement processes, the Cosmonova theater at the Swedish Museum of Natural History (SMNH) in Stockholm has selected Global Immersion to upgrade and transform the existing theater into a state-of-the-art, full-dome technology suite. Installing advanced full-dome and partial 3D capabilities, the new theater will have the ability to create, process and display a range of exciting entertainment visuals and complex data sets.

Built in 1916, the impressive museum building is located in an equally beautiful city and boasts Cosmonova, a combined IMAX® dome theater and the largest planetarium in Sweden. To continue filling the 259 seats with a diverse audience base, the theater will source innovative, exciting immersive content.

The existing 23-meter tilted dome theater is being upgraded with two new systems. Initially, the theater will see the installation and launch of an active stereo, large-scale, 3D solution – allowing each member of the audience to experience 3D. The second system, Fidelity Bright, will provide a tailored full-dome setup of six high performance projectiondesign® DLP® projectors complete with Media Director, Media Server high fidelity playback system and UniView™ real-time software. The new theater setup will immerse viewers in an ultra-high brightness and razor-sharp experience, complimenting the color-rich content and demonstrating some of the technological advances that are available to the market.

Jessica Christensen will be overseeing the project in Sweden as Theater Manager of Cosmonova; “We have a busy and very interesting year ahead of us. The new planetarium technology replaces the 15-year old multimedia equipment currently in use and gives us the possibility of being part of an international network for making and presenting shows in a more standardized format. Once the installation has been completed, Cosmonova will be able to offer a wider variety of exciting planetarium presentations, partial dome digital 3D content and IMAX® films”.

Nick Dodds at Global Immersion has been assigned as Project Manager for the upgrade: “This is such an exciting chance for us to work with the team at Cosmonova, enabling them to create dynamic, educative and



continued...

thrilling experiences – in pitching both fulldome and 3D technologies, we’re pleased to be demonstrating such a combination for this marketplace.”

About Cosmonova at the Swedish Museum of Natural History

Opened in 1992, The Swedish Museum of Natural History’s Cosmonova is Sweden’s only IMAX® theater, which shows films in the world’s largest format. Cosmonova is also the country’s largest planetarium featuring space and astronomy presentations. A variety of films and planetarium presentations are shown each week for both schools and the public.

About Global Immersion

With over ten years experience in the world of fulldome 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](#).

projectiondesign is a registered trademark of projectiondesign as

IMAX is a registered trademark of IMAX Corporation

OMNIMAX is a registered trademark of the IMAX Corporation

DLP is a registered trademark of Texas Instruments

UniView is a trademark of SCISS AB

contact: Beth Nicholas, Marketing Coordinator | beth.nicholas@globalimmersion.com

tel +44 (0) 845 0 global (456225) | fax +44 (0) 1444 253134 | info@globalimmersion.com | www.globalimmersion.com