



## **GLOBAL IMMERSION COMPLETES UK'S LARGEST DIGITAL PLANETARIUM**

Company's First Project Win Set for VIP Launch and High Profile Media Event

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West Sussex, UK --- 18 March, 2008 --- The UK's newest immersive theater, the INTECH Planetarium in Winchester, UK, is set to open with a VIP launch day on March 19<sup>th</sup> following a high profile pre-launch media campaign. The Fidelity Bright installation will be viewed by internationally renowned author and amateur astronomer Terry Pratchett, world-famous astronomer Sir Patrick Moore and many other prominent academic and political figures during the VIP presentation. The project was Global Immersion's first project win following the management buyout of SEOS' Visualization Systems Division (VSD) in July 2007.

Incorporating a range of technologies, the new digital immersive theater has been brought to life with a Global Immersion Fidelity Bright full-dome solution. Integrating six projectiondesign<sup>®</sup> F30 sx+ high performance DLP<sup>®</sup> projectors, the new system is capable of displaying 16.8 million colors and in excess of 8 million pixels on the screen. In addition, the new setup seamlessly ties in playback, real-time content, lighting and sound via the Global Immersion Media Director, Media Server, Media Playback and Theater Control system – all on a wireless touch screen interface.

With a 360 x 165 degree field-of-view, the 16.5 meter tilted dome sits above 176 seats and is colorfully illuminated by 160 segments of wirelessly controlled LED cove lighting – these work alongside stage spotlighting and audience floodlights to support the planetarium host during presenter-led shows. To further enhance the immersive experience, the 8.1 surround sound audio system, 3600w amplifier and high-power sub woofer has such an effect that resonant vibrations cause the audience to tremble in their seats.

Speaking about the planetarium, Phil Winfield, Director of INTECH said "We are really excited about showing our theater to the public for the first time - our new Planetarium Manager, Dr. Jenny Shipway, will be taking audiences through a range of both live and pre-rendered presentations, really showing off the capability of the system. We can be sure to have complete long-term support from the team, especially since their engineers have the ability to access our system from anywhere in the world via the remote diagnostics feature. "

The new INTECH will be showing an array of real-time and pre-rendered content ranging from astronomy through to music and data visualization. Jan Breens, Media Integration Specialist at Global Immersion



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commented, "Using a variety of technologies and content sources, we've produced 'Neighbourhood Earth' - a show exclusively for INTECH that has been designed to meet Government curriculum requirements as well as INTECH's own aspirations for a fulldome production. The beauty of this presenter-led presentation is that it can be chopped, changed and customized depending on who is in the audience at the time."

The INTECH Planetarium is also scheduled to play host for the day on Saturday 29<sup>th</sup> March, 2008 as part of the European Workshop in Immersive Cinema. International industry experts will be travelling from the Immersive Vision Theatre at the University of Plymouth after a three day workshop where they will have explored and debated fulldome content and immersive dome environment topics.

"It's fantastic that INTECH shares our vision and realizes the importance of immersive and interactive modelling as a key means of bringing fulldome content to life, and that we are able to work together to bring industry professionals into one of the latest and most exciting immersive environments in the world" Martin Howe, CEO of Global Immersion explained. "This is such a milestone for us, being our first project win as a new company, and now being the largest digital planetarium in the UK. We've grown so much as an organization since July 2007 and are proud to be able to announce INTECH as just one of the many international projects that we are currently working on. With INTECH set to host live television broadcasts from the dome as well as the forthcoming VIP opening, we are all promoting the capability and functionality of immersive theater – as science education facilities and as entertainment venues".

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## About INTECH Science Centre and Planetarium

INTECH, is an educational charity (charity no. 294582) which aims to enthuse and educate people in science and technology. Its exhibition of 90 hands-on exhibits for families and schools has seen its popularity rise dramatically in recent years with 90,000 visitors in 2007. [www.intech-uk.com](http://www.intech-uk.com)

## 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.

[www.globalimmersion.com](http://www.globalimmersion.com)

For more information on the European Workshop in Immersive Cinema [click here](#)

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