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**SCIENCE MUSEUM OF MINNESOTA TO BE THE FIRST SCIENCE CENTER IN THE WORLD
TO OPEN A 3D DIGITAL CINEMA**

State-of-the-art digital theater to open on Friday, November 21

St. Paul, MN – On **Friday, November 21**, the Science Museum of Minnesota will open the doors of a brand-new, state-of-the-art **3D Cinema**, powered by Panasonic, and in so doing, will be the first science center in the world to include 3D digital programming among its slate of regular offerings. The 3D Cinema will feature a sophisticated digital technology system, developed by Panasonic, and a high-performance surround-sound system. Viewers will be immersed in the 3D Cinema’s colorful, lifelike, action-packed three-dimensional presentations.

“Seeing a program in 3D is a truly magical experience,” notes Mike Day, project leader for the 3D Cinema at the Science Museum. “When you add to that experience the clarity and color that digital technology affords, you’ve got a cinema experience of unrivaled quality. Visitors to the Science Museum’s 3D Cinema will be experiencing the ultimate in sophisticated technology.”

The Science Museum’s 3D Cinema will be equipped with a Panasonic Digital Cinema System, designed and installed by Edwards Technologies, Inc. (ETI) of El Segundo, California. The system consists of a 35’ x 20’ 3D silver screen, 5.1 digital surround sound, quad Panasonic 7600 Digital Light Processing (DLP) projectors, an ETI digital video server, and an automated control system with one-touch operation.

Digital cinema systems such as the one included in the Science Museum’s 3D Cinema deliver content stored on hard drives, as opposed to on film. The storage of programs in a computer’s memory eliminates image degradation, film breakage, and need to replace worn out film prints. The resulting program features razor-sharp images and vivid color, whether the presentation is being shown for the first time, or the 1,001st.

The 3D Cinema’s projection system relies on polarized light to create 3D imagery, as opposed to the red/blue lens filters often associated with 3D projection. What appears on screen is actually two slightly different images projected simultaneously – one for the left eye and one for the right. Visitors will receive

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NEW 3D CINEMA AT THE SCIENCE MUSEUM OF MINNESOTA
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special polarized glasses upon entering the theater. These glasses will allow each eye to see only the image it is meant to see, thus tricking your brain into seeing a 3D reality.

First up in the 3D Cinema is *Misadventures in 3D*, a 3D program produced by Brussels-based nWave Pictures. This 20-minute program will take viewers to the Institute of 3D Technology, where Professor Turcinovic and his robot buddy, Max, will demonstrate the magic of 3D and its importance to the future of cinema. The Professor and Max will lead viewers on a colorful, thrilling exploration of the visual principles that make 3D possible. *Misadventures in 3D* will show daily in the new 3D Cinema beginning Friday, November 21 through spring 2004.

The new 3D Cinema is located on level 3, adjacent to the Dinosaurs and Fossils Gallery. Tickets are \$3 per person and can be purchased at the Science Museum's Box Office on level 5. For show times and advance ticket reservations, visitors can call (651) 221-9444.

The Science Museum of Minnesota serves more than one million people each year with its innovative science exhibits, breathtaking giant-screen films, and unique education programs. The museum is located at 120 West Kellogg Boulevard in downtown St. Paul. For ticket prices, hours, Omnitheater and 3D Cinema show times, directions, and tips to plan your visit, call (651) 221-9444 or visit www.smm.org.

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Science Museum of Minnesota

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