

PRESS RELEASE

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ODE GOES 4D – NEW EXPERIENCE FOR OUR DYNAMIC EARTH

New for 2010 at Edinburgh's Our Dynamic Earth will be a £700,000 investment to create Scotland's first permanent 4D theatre.

The theatre will be an exciting addition to the five-star visitor attraction's story of planet Earth and will redevelop and bring to life the 'Journey of Contrasts' gallery. Through beautifully rendered animation, 3D projection and innovative 4D technologies, visitors will learn about the diversity of habitats that sustain life on earth.

The experience is based on a journey that visitors take from the arctic tundra to the tropical rainforests, with a range of effects including spatialised audio, special lighting, seat movements, snow, wind and olfactory to engage viewers in the experience.

Commenting on the investment, Douglas Walker, commercial director of Our Dynamic Earth, said: "In recent years we have refreshed the visitor experience through introducing full dome technology, revamping galleries and bringing new events to Our Dynamic Earth. With this latest investment, we are not only proving that there is always something new at Dynamic Earth, but we are expanding our facilities for corporate events as well.

"As with the full dome technology of our Futuredome, where we have made a considerable investment in the latest equipment that enables us to introduce new films, we intend to expand the opportunities that this 4D installation will offer in the future."

The technology and storyline for the new theatre is being developed in a collaboration between Dynamic Earth and both Global Immersion and NSC Creative, both specialists in large format immersive cinematic experiences.

Work will start on the new facility in January 2010 with completion due in time for the Easter holidays. During that time the existing gallery will close to allow the area to be completely revamped.

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