

Blast off into space with the new *Force Field* experience at the Science Museum

Dateline 5th June 2009: To celebrate the 40th anniversary of the Moon landings the Science Museum will be launching ***Legend of Apollo***, an immersive 3D film experience to be screened exclusively in the Museum's new motion theatre, ***Force Field***.

Using the latest simulation and effects technologies, **former NASA Apollo astronaut Col. David R. Scott** and **Metropolis Entertainment Limited**, makers of educational and experiential films, have teamed up to create a new 3D film which will provide a rare insight into the Apollo moon landings of the late 1960's and early 1970's. Viewers will be able to feel the impact of a rocket take-off, experience a motion ride on the lunar rover and even encounter the unique smell of space. This is believed to be a world's first.

The authenticity of the film will be assured by the participation of Col. David Scott, who flew on two Apollo missions and was mission commander of Apollo 15 which was the first extended exploration of the moon. Visitors to *Legend of Apollo* will not only see, but feel and sense what it was like to be a part of the ground-breaking Apollo missions. The pre show introduction to the film will draw on actual NASA archival footage, and Col. Scott's personal reminiscences. The main show will feature exceptional 3D computer animation.

During the full High Definition 3D film, the audience will observe a Saturn V launch from the Earth, the view from lunar orbit and landing, drive the lunar rover and re-entrance into the Earth's atmosphere as well as other unique sights and sounds of an Apollo expedition to the Moon.

Force Field is the latest addition to the Science Museum's portfolio of visual stimulus experiences. The motion theatre has been designed to create the ultimate multi-sensory experience by integrating 3D projection, surround sound audio and dynamic motion seats. A number of additional 'sensory' cues have been incorporated to transport viewers into space and increase the level of realism; these include aroma, lighting, wind and water spray.

Legend of Apollo will feature prominently in the Science Museum's space season, which starts on 20 July with events taking place throughout the summer holidays. There will be free family activities, the launch of 'Cosmos & Culture' - a brand new exhibition marking the 400th anniversary of the astronomical telescope, a mini sci-fi film festival, a space-themed *Lates*, a special performance of Brian Eno's *Apollo* and highlights in the Exploring Space gallery.

For further information Ghislaine Walls, Marketing Manager, Metropolis Entertainment by Wednesday 17 June. E-mail: ghi@metropolisav.com Tel: 01825 841 161.

Notes to Editor:

1. From June 2009 the Science Museum is celebrating its hundredth birthday and a century of science with a year-long centenary programme to take the renowned

institution into the future. For 100 years the Science Museum has been world-renowned for its historic collection, remarkable galleries and inspirational exhibitions. With around 15,000 objects on public display, the Science Museum's collections form an enduring record of scientific, technological and medical change from the past few centuries. Aiming to be the best place in the world for people to enjoy science, the Science Museum makes sense of the science that shapes our lives, sparking curiosity, releasing creativity and changing the future by engaging people of all generations and backgrounds in science engineering, medicine, technology, design and enterprise. In 2008/09 the Science Museum was proud to have been awarded the Gold Award for Visitor Attraction of the Year by Visit London and a Silver Award for Large Visitor Attraction of the Year by Enjoy England.

2. Metropolis Entertainment is an international supplier of 4D motion effects attractions for the museums and visitor centre markets. It is one of the world's leading suppliers of simulation and effects theatres, capsule simulators, specialised film content, audio visual systems and special effects. In the past few years its clients have included GE, Toyota, Coca Cola, BMW and the Royal Navy as well as many of the world's leading museums and visitor centres. Among a multitude of accolades and testimonials it has received the 2004 Museum and Heritage Award of Excellence for its award winning B-17 mission created in 3D for the Kalamazoo Aviation History Museum in the United States. For further information on Metropolis please contact Ghislaine Walls at ghi@metropolisav.com