



PRESS RELEASE

Science Centre Singapore unveils new exhibition – *CSI: The Experience*

Based on the popular television series “CSI: Crime Scene Investigation”, this interactive exhibition encourages visitors to solve cases using forensic science

Singapore, 15 October 2010 – Science Centre Singapore unveiled a new exhibition, *CSI: The Experience* today. This award-winning exhibition is derived from the American hit television crime drama series, *CSI: Crime Scene Investigation*, and will be making its South East Asian debut in Singapore. At the Science Centre from 16 October 2010 to 20 February 2011, the exhibition is proudly brought to all by EMS Exhibits, under a license from CBS Consumer Products, Science Centre Singapore, MediaCorp VizPro International Pte Ltd and Pico Art International Pte Ltd.

From DNA and firearms analysis to forensic anthropology and toxicology, visitors will immerse themselves in scientific techniques through hands-on and experiential learning in an exciting multimedia environment with dazzling special effects direct from the television series.

CSI: The Experience was originally developed by the Fort Worth Museum of Science and History with a grant from the National Science Foundation. An interactive exhibition, it invites visitors to enter “crime” scenes where they can identify and record evidence. Next, they will go to the “laboratories” for scientific testing and “autopsy” room for pathology analysis. Finally, visitors will return to the Gil Grissom’s “office” to build their case, based on the scientific evidence. The exhibition brings to life real scientific principles and showcases some of the scientific techniques used today by crime scene investigators and forensic scientists.

Associate Professor Lim Tit Meng, Chief Executive, Science Centre Singapore said: “The exhibition corresponds well with the Centre’s promotion of science and technology by taking visitors through the intricacies of forensic science used in criminal investigations. By engaging the public with interactive and hands-on challenges, as well as students through our CSI-related enrichment programmes, the exhibition will help develop critical thinking skills through forensic investigation, scientific inquiry, and technology. We hope that all visitors to the exhibition will come away with an entertaining experience whilst learning more about the investigative science.”

CSI: The Experience gives visitors the opportunity to play the role of a crime scene investigator. State-of-the-art crime labs will help visitors piece together evidence from the

'crime scene'. With input from investigators from the television show, visitors will formulate a hypothesis, validate their findings based on scientific evidence and try to crack the cases.

"We are excited about showcasing this exhibition in Singapore at the Science Centre," said Christoph Rahofer, President and CEO of EMS Exhibits – a Division of Event Marketing Service GmbH based in Vienna, Austria. "The TV series CSI is very popular globally and the exhibition, *CSI: The Experience*, has received more than two million visitors since its debut in May 2007 at Chicago's Museum of Science and Industry. Many visitors were impressed with the educational value of the exhibition, even those who were not followers of the TV show. We believe the Singapore run of the exhibition will no doubt attract the fans as well as the public, as it enables the visitor to see the science come to life."

Ms Pang Siew Moi, Executive Vice President, MediaCorp VizPro International Pte Ltd said, "We are always on the lookout for exciting exhibitions such as *CSI: The Experience*, which has a unique combination of information, education and entertainment. We are confident that this exhibition will provide experiential elements that will engage tens of thousands of people."

"At Pico, we've built up our business through our ability to see creative possibilities and transform concepts into living, breathing realities. The *CSI: The Experience* exhibition is an enriching and highly engaging display that packs learning about investigative science with quality Hollywood entertainment. We believe that it is an exhibition that will enchant Singaporeans with its edutainment value," added Ms Jean Chia, Managing Director, Pico Art International Pte Ltd.

CSI: The Experience received the American Experience Industry's Thea Award for Excellence in Innovation. The Thea Awards, considered the experience industry's highest honour, recognise excellence in the creation of outstanding guest experiences.

There's more. In a twist to the exhibition in Singapore, a fourth crime scene, developed in partnership with the Criminal Investigative Department of the Singapore Police Force and the Health Sciences Authority, will be showcased. Visitors will be encouraged to solve this case online through the use of augmented reality. Now, one can truly bring the science back home.

For additional information on *CSI: The Experience*, please visit: <http://www.csixhibit.com/>.

***CSI: The Experience* Exhibition Details:**

Date: 16 Oct 2010 - 20 Feb 2011
Venue: The Annexe, Science Centre Singapore
Opening hours: 10am - 6pm, Mondays to Sundays (16 Oct - 20 Feb)
Ticket prices: \$21 (adult) & \$16 (child, 3-16 years). Prices include admission to Science Centre.

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About The Exhibition

CSI: The Experience was developed by the Fort Worth Museum of Science and History and Bob Weis Design Island Associates with support from CBS Consumer Products, the cast and crew of the television show, and the National Science Foundation. **CSI: The Experience** is an immersive, interactive forensic science exhibit related to the hit TV series that invites people to use real science to solve hypothetical crimes in an exciting multi-media environment.

About Science Centre Singapore

The Science Centre Singapore is a non-formal educational institution dedicated to the promotion of science and technology among students and members of the public. As a leading Science Centre in the region, the Science Centre Singapore has twelve exhibition galleries with more than 1,000 exhibits, and another 18,000 sq metres of outdoor space showcasing the Waterworks, Ecogarden and the Kinetic Garden exhibits. The Centre also houses the Omni-Theatre — Singapore's only dome-shaped, 5-storey high theatre with a capacity of 276 seats. The Science Centre, with Omni-Theatre and Snow City, received more than 1.55 million visitors for FY2009/2010. For more information, please visit www.science.edu.sg

About EMS Exhibits

EMS Exhibits - a division of Event Marketing Service GmbH, in Vienna, Austria is the official international booking agent & promoter of *CSI: The Experience* with a permanent installation in Las Vegas. Since its founding in 1993 by Christoph Rahofer, EMS Exhibits has led successful promotional and marketing campaigns for such world-class exhibits as National Geographic's *Tutankhamun and the World of the Pharaohs* or *1000 years INCAgold* as well as produced shows such as EMS's own *Leonardo Da Vinci: Man – Inventor – Genius, The Barbie Story* and *World of Games*.

About MediaCorp VizPro International Pte Ltd

MediaCorp VizPro International Pte Ltd (MVI) specialises in show and event management, and provides planning and consultancy services for special theme events. Over the last seven years, MVI has presented a variety of mega-scale productions ranging from musicals such as *Rodgers & Hammerstein's Cinderella* and *Avenue Q*; live family shows such as *Barney's Let's Imagine Live!*, *Hi-5* and *Disney On Ice* and *Disney Live!* productions, to Korean dance comedy *Break Out!*, to concerts including *Yoga Lin "Trick" 2009*, *Angela Chang's Live @ Singapore 2008*; *Adam Cheng and the Singapore Chinese Orchestra 2008*; *Show Luo Show on Stage Concert 2007*; *Jolin Tsai's Dancing Diva Concert 2007*; *Eason Chan Live In Singapore 2007*; *Frances Yip and the Singapore Chinese Orchestra 2006*; *Sandy Lam 2006 World Tour*; and *Stefanie Sun Live in Concert 2006*, to list a few.

About Pico Art International Pte Ltd

Pico, with over 40 years of experience in providing leading edge solutions, is a leader in Total Brand Activation. We provide total solutions on brand activation as well as satisfy individual needs on specialised areas. Our core businesses include design and fabrication of exhibition stands; general contracting and technical services for trade show organisers; event hall and facility management; event, conference and show management; supply and installation of overlays for venues; permanent exhibits for museums and themed environments; interior fit-out; and brand signage. Paramount to our success lies in our insistence and persistence in servicing our clients and partners with Creativity, Knowledge and Reliability. Pico employs some 2,200 professional staff in its sales offices and production facilities in more than 32 cities worldwide. For more information or enquiry, please visit www.pico.com or email activate@pico.com.

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