



PRESS RELEASE

Movie-goers 'wrapped' by newly-revamped Omni Theatre

Fans will love the new totally immersive experience of Asia's largest seamless dome screen

Singapore, 21 April 2011 – The Science Centre Singapore has launched the newly-renovated flagship Omni-Theatre, featuring Asia's newest and largest seamless dome screen. Coupled with state-of-the-art IMAX technology, the 248-seat theatre provides a bigger, better and larger-than-life experience.

Associate Professor Lim Tit Meng, Chief Executive of Science Centre Singapore said, "We have enhanced the Omni-Theatre with new state-of-the-art infrastructure. Since its opening in 1987, we have screened 77 movie titles covering genres ranging from science, space, nature, animals, marine life, culture, natural disasters and more. With this re-launch, we are looking at further engaging movie-goers with a completely new immersive experience and unrivalled clarity. Close to over 7 million people in Singapore have experienced the thrill of the Omni-Theatre, and we're sure they'll keep coming back for more."

Asia's newest and largest seamless dome screen is a massive 5-storey high hemispheric screen measuring 16m in height and 23m in diameter. The NanoSeam dome screen provides audiences with the smoothest screen surface available anywhere in the world. Stretching 180 degrees from wall to wall and tilted at a 30 degree angle to the horizon, the screen 'wraps' over the audience giving a lateral view of 180 degrees and a vertical view of 125 degrees – far exceeding a person's field of vision.

The screen is made of 397 pieces of electrostatic powder coated aluminium panels, with 38 percent reflectivity, resulting in enhanced brightness and clarity. It has 43.54 million perforations which allow sound from the speakers and air from the air-conditioners to pass through to the audience.

The theatre is equipped with state-of-the-art IMAX technology. IMAX projectors are the most advanced, powerful and highest-precision projectors in the world. The key to their superior performance is the proprietary 'rolling loop' film movement which advances the film horizontally in a smooth, wave-like motion. The projector also incorporates a unique 180 degree Leitz wide-angle lens, which uses a powerful 15,000-Watt water-cooled xenon lamp, similar to the one used to light NASA's launching pads.

The Omni-Theatre only screens 15 perforation, 70mm film - the largest film frame in motion picture history. More than ten times the size of a conventional 35mm frame, this immense size is key to IMAX's extraordinary sharpness and clarity.

Unlike conventional theatre sound systems, IMAX sound systems deliver multi-channel,

uncompressed, full fidelity sound that is simply unsurpassed in depth and clarity. Its amplifiers generate up to 20,000 watts of power, and its proprietary loudspeaker system delivers exacting volume and quality that allows you to hear every note and subtlety of any sound, regardless of where you sit.

Additionally, the interior of the Omni-Theatre has been refurbished, including new carpets and reupholstering of the seats, providing a fresh, updated look to complement the state-of-the-art equipment.

With a winning combination of a five-storey dome screen, IMAX technology, digital surround sound system, quality large format films, and a refurbished interior, the Omni-Theatre is sure to please.

Singapore's only IMAX dome theatre, the Omni-Theatre opened on 10 December 1987.

Now screening at the Omni-Theatre: Hubble IMAX Movie

To celebrate the newly renovated theatre, the IMAX space movie *Hubble* is being screened. Playing for the first time in Singapore, viewers will get to go on an unprecedented voyage through distant galaxies to explore the mysteries of our universe.

Hubble lets you experience never-before-seen flights with the shuttle's astronauts in their mission to repair the Hubble Space Telescope, the world's first space-based observatory. Marvel at the stunning on-orbit coverage of the telescope's jaw-dropping flights through the galaxies. Watch with anxiety as they deal with an unexpected problem that threatened to sabotage the entire mission. Delight at the breathtaking images taken by the telescope over its lifetime. *Hubble* transports you to places that you will never imagine seeing and offers you a unique perspective of our world and the universe.

Hubble plays at the upgraded Omni-Theatre from 22 April – 31 October 2011. Visitors can 'see more, hear more, feel more', enjoying crystal clear images and wraparound digital surround sound supported by an unforgettable, 'closer-to-reality' IMAX Experience.

Date: 22 April 2011 to 31 October 2011
Venue: Omni-Theatre
Opening hours: 2pm, 4pm, 6pm & *8pm, open daily
* 8pm show on weekends, school & public holidays only
Price: \$10 (A), \$7 (C: 3-12 years), \$8 (Senior Citizen: valid on weekdays only, excluding public holidays)
URL: www.omnitheatre.com.sg

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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 248 seats. The Science Centre, with Omni-Theatre and Snow City, received more than 1.46 million visitors for FY2010/2011. For more information, please visit www.science.edu.sg

For more information, please contact:

Jasmi Kishore Ghariwala
Band Public Relations
Tel: +65 6324 0385
E: jasmi@bandpr.com.sg

Juliet Tseng
Science Centre Singapore
T: +65 6425-2541
E: jac_tseng@science.edu.sg