



PRESS RELEASE

Science Centre renovates popular Omni-Theatre for a better, larger-than-life showcase in 2011

Fans remain engaged with new 3D Theatre @ The Annexe

Singapore, 29 Dec 2010 – The Science Centre Singapore will be renovating its flagship 248-seat Omni-Theatre from 3 January to 31 March 2011 to make way for a better and larger-than-life experience for its 2011 screenings. In April 2011, visitors can look forward to unparalleled projection quality on a seamless NanoSeam dome screen, the smoothest, most uniform surface available. Meanwhile, loyal fans and movie enthusiasts can look forward to remaining engaged with the Centre's 3D movie theatre, with the introduction of two new exciting screenings this January 2011.

The 3D Theatre @ The Annexe, equipped with a Dolby 3D digital cinema system, will be launched with the first-ever live-action digital 3D film, **U2 3D**. A unique cinematic experience, this film places viewers within the pulsing energy of a stadium concert given by the world's most popular band.

For over a quarter-century, U2 has been recognized not only for their musical invention, but for their incomparable gift for reaching millions of fans through new technologies. Marrying innovative digital 3D imagery and multi-channel surround sound with the excitement of a live U2 concert – shot in South America during the final leg of their "Vertigo" tour – it creates an immersive theatrical experience unlike any 3D or concert film that has come before. **U2 3D** engages every individual on an extraordinary cinematic journey, a quantum leap beyond traditional concert films, and gives audiences the palpable thrill of actually being at a U2 concert. Ushering in a new dimension of filmmaking, the film takes viewers on an extraordinary journey they will never forget.

"With **U2 3D**, we want to share with our visitors the advances of technology in digital 3D and other forms and how this corresponds well with the Centre's promotion of science and technology. Technology has advanced such that it is now used to further engage people with an all-encompassing experience. More than just entertainment for our visitors, this film brings audiences on a multi-sensory immersive experience, something that is now achievable through technology, which will endear to U2 fans as well as the layman," said Associate Professor Lim Tit Meng, Chief Executive, Science Centre Singapore.

There is also something for students and families at the 3D Theatre @ The Annexe. **Bugs! 3D** follows the life cycles of a praying mantis and a butterfly, from their birth to their inevitable encounter in the rainforests of Southeast Asia, where predator meets its prey.

Insects are essential to life on Earth. They pollinate plants and recycle waste. By managing

life and death they are the true caretakers of the natural world. In fact, over three-quarter of the world's insects live in the rainforests. One square mile (change to km?) of rainforest holds as many insects as there are people on Earth.

Shot in the lush environment of the Borneo virgin rainforest in Sarawak, Malaysia, where it rains 120 inches a year, viewers will see a stunning rainforest landscape from a bug's eye view: framed by richly textured exteriors, a plethora of insects, extraordinary wildlife complemented by an equally vibrant mix of culture and history.

Both **U23D** and **Bugs! 3D** will run at the 3D Theatre @ The Annexe from January to February 2011. Tickets are priced at S\$15.00 for **U23D** and S\$8.00 for **Bugs! 3D**. For show times or more information, please visit www.omnitheatre.com.sg.

3D Theatre – Daytime Highlights - Bugs! 3D:

Date: 4 Jan 2011 - 27 Feb 2011, no shows from 21 - 28 Jan 2011
Venue: 3D Theatre @ The Annexe, Science Centre Singapore
Ticket prices: \$8 / pax (5 years & above)
Strictly no admission for infant in arms and children below 5 years

3D Theatre – Nightly Highlights - U23D:

Date: 1 Jan 2011 - 27 Feb 2011, no shows from 21 - 28 Jan 2011
Venue: 3D Theatre @ The Annexe, Science Centre Singapore
Ticket prices: \$15 / pax (7 years & above)
Strictly no admission for infant in arms and children below 7 years

Note to the Editor:

Please note that the Robot Zoo Exhibition, photo booth, gift shop and F&B outlets will be open during the renovation period.

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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 1.55 million visitors for FY2009/2010. For more information, please visit www.science.edu.sg

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