



PRESS RELEASE - TIGERS-TRACKING A LEGEND

Woman Explorer/Filmmaker/TIGERS Exhibition Producer- Carol Amore

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Wildly authentic, incredibly intriguing TIGERS – Tracking A Legend has the visual and interactive magnetism to draw you into the tiger's world to experience all its senses as the prime predator in the Indian jungle. Tigers are extremely endangered and we would be tragically diminished should they disappear. Their legend lives on in this landmark exhibition.

Glenn Close, Noted Actress & Producer

Only about 5000 wild tigers are remaining in the world primarily due to loss of habitat and poaching

How was the TIGERS traveling exhibition developed?

The origins of the TIGERS exhibition began on a film expedition to find wild tigers in the Indian jungle of Bandhavgarh Tiger Reserve in Madhya Pradesh and by successfully following a wild tigress and her two cubs on elephant back. Filmmaker Carol Amore had a passion to communicate about the secret and intimate lives of wild tigers to create empathy for them. Empathy for tigers help save them! Her award-winning photography book, **20 Ways to Track a Tiger and TIGERS-Tracking a Legend HD video** are the foundation of this exhibition as well as her extensive 155 hours of high definition wild tiger footage. WINGS WorldQuest is a sponsoring organization (501 (c) 3) for the TIGERS Exhibition.

What makes this TIGERS exhibition and its story unique?

Through this sensory-stimulating tiger adventure, Carol takes the visitors on a journey by immersing them in a rich environment of multi-tiered interactives that blend science, biology, ecology, geography and natural history through the use of state-of-the-art sound and visual technologies that include rare high-definition tiger and Indian wildlife footage. As part of the journey, visitors start at the elephant camp, focus on the story of a tiger family's quest for survival, explore the tiger's senses and search for the tigress and cubs at the cave.

TIGERS is high touch and high tech. The **Digi-Track Wall** provides an award-winning experience for visitors to interact with 3D sensory sounds and lights on a climbing wall involving some games like the Cub Survival Game, Tracking the Tigress, Tiger Sound Match, Bee Blitz and Monsoon Rain. A TIGERS HD Theater is also included.

This exhibition's inventive interactives are modular and offer a random path for visitors to explore as they map out their own adventure or roam as a team. Some interactives like the **Carnivore Capture and Canine Bite Force** encourage visitors to physically engage with the force of the tiger's jaws and claws to learn how the tiger hunts.

Inside the Tiger exhibit will show rare and remarkable tiger "CAT" scans through a sliding monitor that looks into a tiger's head, heart, spine, chest and abdomen as featured in National Geographic's *Ultimate Cats* television show in fall 2007. In addition, some Big Cat Comparisons will reveal unique characteristics of the lion, leopard and cheetah within the Inside the Tiger interactive exhibit. **Talk Like a Tiger** offers a compelling voice simulation experience to hear a wide range of unique tiger sounds and feel their related vibrations including infrasound. In turn, the visitor will imitate these sounds and get feedback on how they matched the tiger sounds.

How does TIGERS fit with Science and Natural History museum visitor interests?

TIGERS is a hybrid between natural history and science with a balanced focus on both in each interactive exhibit area. The strength of this approach is that it builds on the visitor's natural curiosity in tigers and helps advance their interest in science. Tigers night vision is six times better than humans and visitors will experience this phenomena through enhanced optical devices. The **Inside the Tiger** exhibit will offer the most advanced diagnostic CT imaging on tigers today and provide a special guide to learn more about tiger biology using a unique skeletal model inside a book. Lastly, the **TIGERS-Tracking a Legend HD** feature film(60") will be available to museum centers that have HD theaters. In addition, the exhibition will have the best professional Sharp Electronics large HD monitors to transform any visitor's experience into tiger territory.

What kind of global impact would you expect from this TIGERS exhibition?

TIGERS will launch in February 1st, 2008 at the Santa Ana Discovery Science Center in southern California (discoverycube.org) and will travel for ten years with its first focus in the United States. It will also travel in Europe and Asia. An important goal is to have China take a permanent TIGERS exhibition to promote tiger conversation. Most importantly, our goal is to have India, the home of the Bengal tiger, have a permanent exhibition on TIGERS. Each touring location will have access to the highest level of professional learning experiences to support this TIGERS exhibition. Each venue will release the latest endangered tiger data.

What does it take to lead an expedition?

An explorer is a truly extraordinary blending of a dreamer, visionary, investigator, anthropologist, linguist, writer, cultural translator, pilgrim, photographer/filmmaker, athlete, survivor, and mechanic, who trusts all their senses, takes risks and reserves fears in order to fully experience the emotional, physical, and spiritual dimensions of others' worlds.



Integrating HD Theater with TIGERS Traveling Exhibition



“Awe-Inspiring visuals, inventive interactive exhibits and exciting hands-on explorations are hallmarks of the TIGERS-Tracking a Legend exhibition.”

Gilbert M. Grosvenor, Chairman, Board of Trustees, National Geographic Society

TIGERS – Tracking A Legend Music Video (Ongoing Show)

(5 minute High Definition Production within TIGERS HD Theater)

Experience the story of a tigress and her cubs' lives as they play, grow and survive in the Indian Jungle. See the wide range of wildlife that the tigers encounter in their journey through the jungle. Meet their forest guardians – man and elephant that track them through the jungle to observe their health and well-being. The film's eclectic music and high impact images appeal to people of all ages and international audiences.

The Making of TIGERS – Tracking A Legend (Ongoing Show)

(10 minute High Definition Production within TIGERS HD Theater)

Show how the on-location filming adventures ranging from balancing cameras on elephant and tripods 10 feet above the ground to tracking a wild tigress and her two cubs are part of everyday life in the forest. Long days and extreme heat temperatures were part of the challenges as well as having poisonous snakes visit the filmmakers jungle hides.

TIGERS – Tracking A Legend (Select Viewing Times)

(Award-Winning 60 minute High Definition Wildlife Documentary and Digital 5.1 Surround Sound Dolby E)

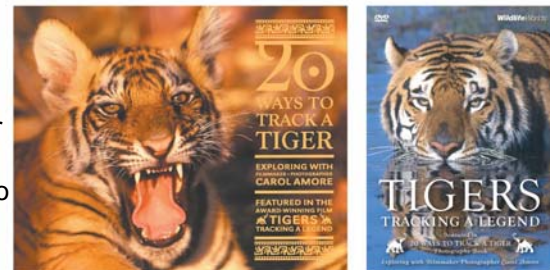
Join a Mahavat (tiger tracker) and his son on their trusted elephant as they venture into a wild paradise for an intimate look at a Bengal tigress and her cubs. Filmed in India's Bandhavgarh Tiger Reserve, this story traces the lives of a wild tigress named Bachhi and her two young cubs, Badi and Choti. As they grow, the cubs will face a variety of threats from cobras and pythons, to sloth bears and leopards, and even other tigers. In the surrounding forest, another drama unfolds: Charger, an old dominant male tiger, is being challenged by his son Banda.

As viewers of this extraordinary film witness dramatic stories play out, they'll also learn how to track tigers. They'll witness the rivalry between male tigers for territorial dominance. And they'll watch as Bachhi's cubs grow up, exhibiting very different personalities, using unique calls to communicate with their mother.

TIGERS-Tracking A Legend is a superb portrayal of one of nature's most magnificent creations!

George B Schaller, VP of Science & Exploration, Wildlife Conservation Society

The **TIGERS Traveling Exhibition** will immerse visitors in a rich environment of multi-tiered interactives that blend science, biology, ecology, geography and natural history through the use of state of the art sound and visual technologies that include rare high definition tiger and Indian wildlife footage. The award-winning *20 Ways to Track a Tiger* photography book and the TIGERS-Tracking a Legend HD video provide the engaging story for this exhibition.



Carol Amore, Executive Producer, Wildlife Worlds 212-877-7066 www.wildlifeworlds.com

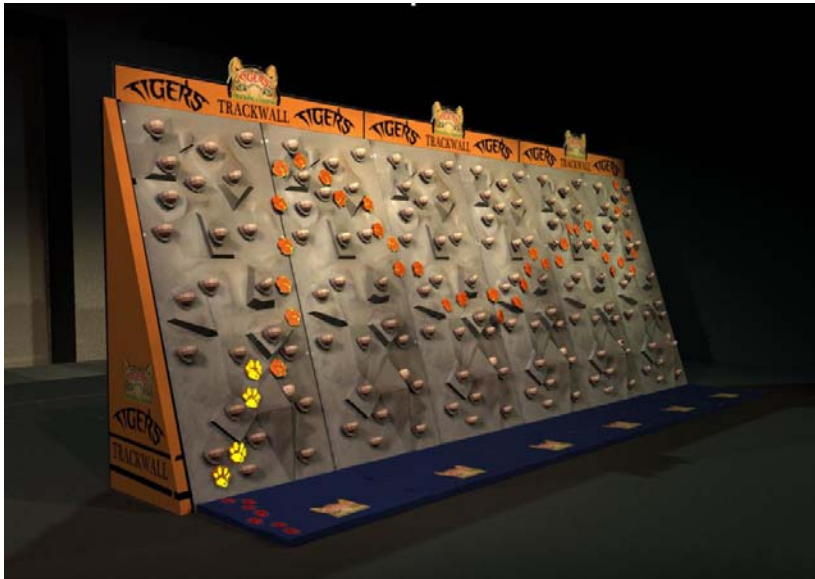


TIGERS -Tracking A Legend Traveling Exhibition



Coming February 1st 2008 - Santa Ana Discovery Science Center, Southern California

First DigiWall in the United States & Wired Magazine's NextFest People Choice Winner
Digi-Track Wall Interactive- Learning through Games



What are the Digi-Track Wall benefits?

- Provide **Interactive Wall games** experience for all ages that builds team cooperation
- Learn how to **identify wild tiger sounds**, predators and other Indian wildlife
- Build **memory capabilities** through matching tiger sounds spread across the wall
- Offer **physical fitness** and confidence based on the intensity and level of engagement for the player
- Motivate **multi-player and family interactions** in playing the games together
- Reinforces the **wild tigress and two cubs story** within the traveling exhibition

How does the Digi-Track Wall interactive work? Visitors interact with sensory sounds and lights on the climbing wall by deactivating the blinking lights on the multi-level hand holds in game sequences based on the focus of the game and degree of difficulty desired. Some of the multi-player games(1-2 minutes) included are:

Game 1 - Cub Survival Game

Several players(2-4) line up in front of the wall to play the role of the tigress who needs to save her cubs by removing predators. Players must rapidly touch the climbing predator blinking grip lights with sound effects to advance the cub paw prints across the wall to the top of the path. Each person can maneuver across the climbing walk to help the team succeed in its mission to save the cubs.

Game 2 – Tigress Tracks

Player One, the tigress, climbs a trail lighting up grips. Player Two, the cub, is to climb the same trail without touching unlit grips.

Game 3 - Tiger Sound Match

Seven pairs of tiger sounds are hidden behind 14 lit grips. The task is to find the matching pairs.

Game 4 - Bee Blitz

Free as many bees as you can in one minute. A feedback with the performed score is given after each round.

Game 5 –Monsoon Rain (10 levels of play)

Catch the blinking rain drops as fast as you can without allowing three drops to hit the ground.

Game 6 - Jungle Jam - Climb and explore the wall by touching the grips to light them and trigger animal sounds mixed with musical instruments and even Indian bird calls.

Only about 5000 wild tigers remaining in the world primarily due to loss of habitat and poaching. The closer we can bring people in urban areas to understanding tigers the more empathy they may have to care about saving them.

TIGERS is high touch and high tech. It takes science center and museum visitors on a journey by immersing them in a rich environment of multi-tiered interactives that blend science, biology, ecology, geography and natural history through the use of state-of-the-art sound and visual technologies that include rare high-definition tiger and Indian wildlife footage. Some interactives like the **Carnivore Capture** encourage visitors to physically engage with the force of the tiger's jaws and claws to learn how its biomechanics work. **Inside a Tiger** exhibit will show rare and remarkable tiger CT scans through a sliding monitor that looks into a tiger's brain, heart, spine and abdomen. **Talk Like a Tiger** offers a compelling voice simulation experience to hear a wide range of unique tiger sounds and feel their related vibrations including infrasound. In turn, the visitor will imitate these sounds and get spectrogram feedback on how they matched the tiger sounds. **Come experience TIGERS.**

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INSIDE THE TIGER



TIGERS - TRACKING A LEGEND TRAVELING EXHIBITION

- View rare and remarkable state-of-the-art medical imaging (CT Scans) of tiger
- Compare tiger and human anatomy through interactive CT Scans and 3D animations (head, heart, spine and abdomen)
- Learn basic and advanced biology of the tiger and the human
- Exhibit Engineering advanced the interactive technology used to reveal the tiger and human images through a sliding touch screen monitor

- GE Healthcare Technologies-Diagnostic Imaging enhanced the tiger "CAT" post production images
- Primal Pictures provided high resolution human anatomy animations used to compare with tiger anatomy
- Creighton University Medical Center Radiology, Henry Doorly Zoo and Boystown Hospital sponsored the tiger CT scans for the TIGERS exhibition

"TIGERS is a remarkably creative sensory exhibition combining the beauty and majesty of the tiger's natural history with the science using advanced research and current touch screen technologies to access different levels of learning. The tiger/cat genome information reveals the critical findings of tiger subspecies and even the discovery of diseases affecting humans. Humans need tigers to understand more about themselves. Delightful and moving, the exhibition's immersive images and interactives will bring you closer to evolution's most charismatic creation causing a sense of urgency to save tigers."

Stephen J. O'Brien, Chief, Laboratory of Genomic Diversity, National Cancer Institute, United States of America

