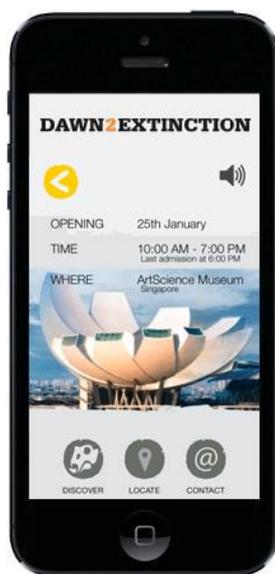


# Press Release



FOR IMMEDIATE RELEASE



## Unlock the mysteries behind “*Dinosaurs: Dawn to Extinction*” with free mobile application *Exhibition tickets on advance sale today*

**Singapore** (20 December, 2013) – ArtScience Museum has launched a free mobile application that will deepen the engagement and enhance visitor experience of its upcoming blockbuster exhibition “*Dinosaurs: Dawn to Extinction*”.

Available in English and Simplified Chinese, the “*Dawn2Extinction*” mobile application presents augmented reality features, animation and interactive games specially rendered to add another layer of experience, as visitors travel back in time virtually to explore the journey through the Precambrian, Triassic, Jurassic and Cretaceous time periods. Staying true to presenting the dinosaur experience through the ArtScience lens, the free application aims to further expand the knowledge of visitors in a fun and entertaining manner, while continually engaging visitors before, during and after the show.

“*Dawn2Extinction*” is available for download now on iPhone 4 and 5, iPod touch, and Android phones. Visitors can download the free mobile application from the iTunes store and Google Play by searching for “*Dinosaurs: Dawn to Extinction*” on these platforms.

The eight features within the application include highlights such as 'Time Machine', 'RexRace', 'Paint the Past' and "Croc'-O-Tack'.

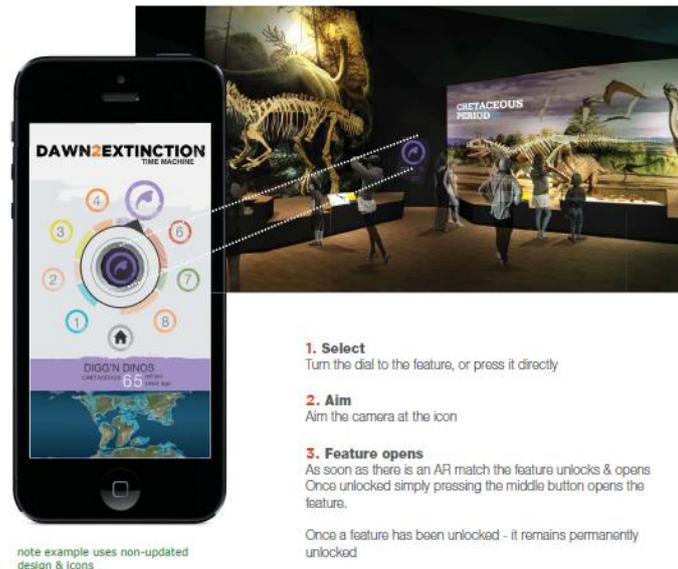


Fig. 1: Locate and match unique markers at the exhibition to unlock features

Museum visitors can unlock features to gather additional information as well as up-to-date scientific research that reflect and build on the content of the exhibition, by locating and matching unique markers found throughout the exhibition. (Refer to Fig. 1).



Fig. 2: 360° panoramic view of prehistoric times at the Rain Oculus area

Through the 'Time Machine', visitors can take a walk around the Rain Oculus area at ArtScience Museum and be transported on a time machine to witness the 360° augmented reality panoramic view of environmental changes over 600 million years ago. (See Fig. 2 above).

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## DAWN TO EXTINCTION

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Beyond the educational aspects of the application, “*Dawn2Extinction*” also incorporates fun and interactive components that are suitable for visitors of all age groups:

- ‘*Paint the Past*’ (Fig. 3) - A virtual colouring book where children can let their imagination run wild by colouring their own dinosaurs.
- ‘*Diggin Dinos*’ – An interactive scrub out rock activity where aspiring paleontologists can uncover the bones of a dinosaur and learn the process of paleontology through the process. The dinosaur will “come alive” when all the bones are uncovered.
- “*Croc’-O-Tack*” - An animation that recreates the epic battle scene between two terrestrial reptiles – *Fasolasuchus* and *Lessemsaurus*, from the late Triassic period.
- ‘*Dino Demise*’ - Understand the different extinction theories of dinosaurs as the environment around the user transforms with drastic natural weather elements such as fire, ash, and snow.
- ‘*Photo Opportunity*’ - Purchase the photo at the exhibition retail shop and watch the exhibition photo come to life with an animated dinosaur skeleton interacting with the people in the photo.
- ‘*RexRace*’ (Fig. 4) - A game that challenges visitors to race their virtual dinosaurs to ArtScience Museum in the shortest possible time. Participants upload their finish times onto Facebook and challenge their friends on the social media platform.
- ‘*Daily Dino*’ – Users will receive a ‘*Daily Dino*’ which includes trivia on dinosaurs and paleontology, alerts of exclusive promotions at ArtScience Museum as well as download ringtones and wallpapers, for 30 days upon downloading the application.



Fig. 3: Paint the Past

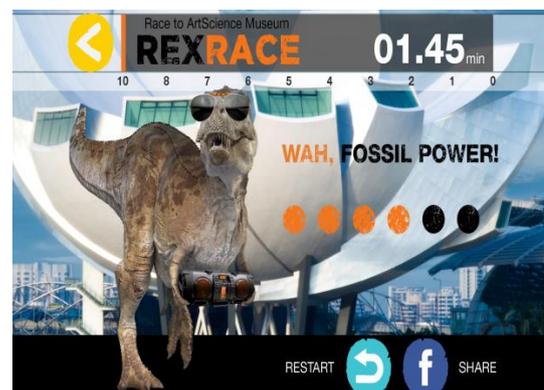


Fig. 4: RexRace

Users can access a database of information on rarely-seen reptiles that are on display at the exhibition and share photos of these reptiles through Facebook, Twitter and Instagram.

Tickets to “*Dinosaurs: Dawn to Extinction*” go on sale starting today. Enjoy 20 percent off ticket prices in the early bird promotion when visitors purchase tickets to the exhibition from now till 24 January 2014. Tickets are available through the Marina Bay Sands ticketing portal, ticketing hotline, box offices and all SISTIC channels. For more ticketing promotions and information on “*Dinosaurs: Dawn to Extinction*”, please visit [www.marinabaysands.com/ArtScienceMuseum](http://www.marinabaysands.com/ArtScienceMuseum).

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## Early Bird promotion (Only available from 18 Dec 2013 to 24 Jan 2014):

Dinosaurs: Dawn to Extinction (Opens 25 January 2014)		Standard ticket		Singapore resident ticket	
		20% Early Bird Discount	Usual Price	20% Early Bird Discount	Usual Price
	Adult	\$19.20	\$24.00	\$16.00	\$20.00
	Senior (65 years and above)	\$16.80	\$21.00	\$14.40	\$18.00
	Child (2 - 12 years)	\$11.20	\$14.00	\$10.40	\$13.00

## Online promotion (Available from 25 Jan 2014):

Dinosaurs: Dawn to Extinction (Opens 25 January 2014)		Standard ticket		Singapore resident ticket	
		\$2 Off Online Purchase	Usual Price	\$2 Off Online Purchase	Usual Price
	Adult	\$22.00	\$24.00	\$18.00	\$20.00
	Senior (65 years and above)	\$19.00	\$21.00	\$16.00	\$18.00
	Child (2 - 12 years)	\$12.00	\$14.00	\$11.00	\$13.00

## Family Package (Available from 25 Jan 2014):

Dinosaurs: Dawn to Extinction (Opens 25 January 2014)		Non-Singapore resident / Standard ticket	Singapore resident ticket
	2 Adults + 2 Children (2 - 12 years)	\$74.00	\$64.00

\*Terms and conditions apply

# DINOSAURS

## DAWN TO EXTINCTION



ArtScience Museum at Marina Bay Sands is known as the museum that celebrates creativity, the processes at the heart of art and science, and their role in shaping society. The Museum seeks to understand what drives creative people, how they acquire and use their skills, and how the world around us is changed because of it. ArtScience Museum presents exhibitions and programmes to deliver these stories using a combination of beautiful design, intriguing content and intellectual discussion, in order to inspire the creativity in all of us.

Featuring 21 gallery spaces totaling 50,000 square feet, the boldly iconic lotus-inspired ArtScience Museum is also the premier venue for major international touring exhibitions from the most renowned collections in the world. Since it opened in 2011, ArtScience Museum has been home to some of the best-attended exhibitions in Singapore, including “*Titanic: The Artifact Exhibition*”, “*Harry Potter: The Exhibition*”, “*Andy Warhol: 15 Minutes Eternal*”, “*Dali: Mind of a Genius*”, “*The Art of the Brick*” and “*Mummy: Secrets of the Tomb*”. Recent exhibitions include “*Essential Eames: A Herman Miller Exhibition*” and “*The Little Black Jacket*”.

ArtScience Museum at Marina Bay Sands was awarded TripAdvisor’s Certificate of Excellence in 2013. This recognition places the museum amid a select group of attractions that have been recognized by worldwide travelers for providing outstanding tourist experiences.

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### About Marina Bay Sands Pte Ltd

Marina Bay Sands is the leading business, leisure and entertainment destination in Asia. It features large and flexible convention and exhibition facilities, 2,560 hotel rooms and suites, the rooftop Sands SkyPark, the best shopping mall in Asia, world-class celebrity chef restaurants and an outdoor event plaza. Its two theatres showcase a range of leading entertainment performances including world-renowned Broadway shows. Completing the line-up of attractions is ArtScience Museum at Marina Bay Sands which plays host to permanent and marquee exhibitions. For more information, please visit [www.marinabaysands.com](http://www.marinabaysands.com)

### About the American Museum of Natural History

The American Museum of Natural History is one of the world’s preeminent scientific, educational, and cultural institutions. Since its founding in 1869, the museum has advanced its global mission to discover, interpret and disseminate information about human cultures, the natural world, and the universe through a wide-ranging program of scientific research, education, and exhibition. The museum accomplishes this ambitious goal through its extensive facilities and resources. The institution houses 45 permanent exhibition halls, state-of-the-art research laboratories, one of the largest natural history libraries in the Western Hemisphere, and a permanent collection of more than 32 million specimens and artifacts. With a scientific staff of more than 200, the museum supports research divisions in Anthropology, Paleontology, Invertebrate and Vertebrate Zoology, and the Physical Sciences. The museum, which was rated number one in New York City in the Zagat Survey’s first-ever U.S. Family Travel Guide, as well as the number three most popular U.S. destination, shared its treasures and discoveries with approximately five million on-site visitors from around the globe last year.

The exhibition segment ***Dinosaurs: Ancient Fossils, New Discoveries*** was organized by the American Museum of Natural History, New York, in collaboration with the Houston Museum of Natural Science; the California Academy of Sciences, San Francisco; The Field Museum, Chicago; and the North Carolina Museum of Natural Sciences, Raleigh. For more information on the American Museum of Natural History and its collections, exhibitions, and educational programs, please visit [www.amnh.org](http://www.amnh.org).

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### About PrimeSCI!

PrimeSCI! is a group at Monash University which interfaces imaginative research-active and passionate scientists with students, their teachers, their friends and the general public. Programs of the PrimeSCI! take these people into labs, the field, onto the net, and into the classrooms and lecture halls to explore how science works and what it is able to offer each and everyone. PrimeSCI! connects science and technology with disciplines such as the arts, politics, economics and law. One of the programs associated with PrimeSCI!, which develops and travels exhibitions, is SCI!Expo, the source of some of the spectacular specimens in Dinosaurus: Dawn to Extinction. For more information, visit <http://www.sciencecentre.monash.edu.au>

### About San Juan National Science Museum

The University Natural Science Museum, which belongs to the National University of San Juan Argentina was founded in 1971 basically to protect, study and search for fossils in the legendary dinosaurs backyard called Ischigualasto, a UNESCO World Heritage site, located at the foothills of the Andes in the west of Argentina. The museum also exhibits a valuable collection of minerals and rocks. The fossils collected by scientist and artists at San Juan Museum were specially curated to depict life 30 million years ago during the Triassic period. Creatures, from gigantic terrestrial protocrocodyles to some of its weirdest ancestors, were sculpted and are on display at the museum. For more information, visit <http://www.unsj.edu.ar>

### For Media Enquiries

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### For Images (Expiring on: 18 January 2014)

<https://www.hightail.com/download/eINMaXROQ1lwMEdVbDhUQw> (Credits to Marina Bay Sands)