



For Immediate Release

**TOTAL IMMERSION BRINGS FIREWORKS -- AUGMENTED REALITY-
STYLE –
TO ARIZONA SCIENCE CENTER’S NEW EXHIBIT, ‘MY DIGITAL WORLD’**

LOS ANGELES (September 3, 2008) – Fireworks aren’t just for the Fourth of July.

Total Immersion (www.t-immersion.com), the global leader in augmented reality, today announced that it has created an augmented reality experience for a new permanent gallery called “My Digital World,” which opened on September 1 at Arizona Science Center in Phoenix. And for the engaged visitor, the payoff is almost incendiary.

Working in partnership with BRC Imagination Arts, a recognized leader in developing immersive design experiences, Total Immersion’s portion of the digital demonstration introduces exhibit-goers to the wonders of augmented reality: integrating interactive 3D graphics into a live video stream (<http://www.youtube.com/watch?v=ZFnHkI7I7yg>).

Dubbed “The Augmented Reality Puzzle,” a guest is given three cards, each corresponding to a three-dimensional cube puzzle piece. When a guest places the card on the table, a computer-generated video cube is displayed hovering above it. On each side of the cube, a portion of a video is played. Rotating the card causes the cube to rotate around its center axis, revealing the videos on each side. When all three cards are placed on the table and recognized by the camera, the real puzzle begins – revealing that each video is only a section of a larger video. To see the full video, the guest must arrange the cubes in correct order on the screen. Arranging the cube correctly not only rewards the viewer with a full-screen view of the video but also with fireworks blazing across the screen.

“We were tremendously impressed with Total Immersion’s technology and its ability to engage an audience,” said Carmel Lewis, Vice President Education Experiences BRC Imagination Arts. “That’s why we asked the company to develop an augmented reality experience for ‘My Digital World,’ knowing it belonged in a show about digital applications. It’s

new, it's immersive and it's sure to capture the attention and imagination of visitors young and old alike."

"For a science center, augmented reality takes the phrase 'hands-on' to another level, because this puzzle engages the viewer's senses while also delivering an experience that feels magical," said Bruno Uzzan, co-founder and CEO of Total Immersion. "Also, it is very important to our company to leverage D'Fusion® technology toward educational entertainment applications. We're delighted to contribute to the Arizona Science Center's new exhibit on digital technologies, introducing attendees to an aspect of the digital world they're likely never to have experienced before."

The Augmented Reality Puzzle marks the first museum exhibition in America for Total Immersion, which is based in France and has recently established a base of operations in the U.S. The company was selected to develop its component of the exhibit by BRC Imagination Arts, which was commissioned by Arizona Science Center to develop the "My Digital World" gallery.

My Digital World, a newly renovated gallery at Arizona Science Center, is designed to introduce visitors to the science behind digital communication technologies, how they work, and how they are used to create and share ideas and information. The gallery had its grand opening on September 1.

About Total Immersion

Total Immersion (www.t-immersion.com) is the global leader in augmented reality. Through its patented D'Fusion® technology, Total Immersion blurs the line between the virtual world and the real world by integrating real time interactive 3D graphics into a live video stream. Founded in 1999 by Bruno Uzzan and Valentin Lefevre, Total Immersion is based in France and maintains a U.S. presence in Los Angeles. Its solutions are also available through a network of resellers worldwide. Total Immersion is located at 5900 Wilshire Blvd., Suite 2550, Los Angeles, Calif. 90036.

About BRC Imagination Arts

BRC Imagination Arts (www.brcweb.com) is proud of its reputation as one of the most creative and innovative experience design companies in the world. For 26 years and counting, BRC has been combining terrific storytelling and impeccable scholarship and research with a variety of technologically advanced communication tools to create remarkable 21st Century immersive experiences that offer emotional, physical, and intellectual interactions that amaze, entertain and educate. With offices in California, The Netherlands, and the United Kingdom, BRC's projects have been honored with over 250 international awards for creative excellence, including two Oscar® nominations and 12 Thea Awards for Outstanding Achievement.

About Arizona Science Center

The mission of Arizona Science Center (www.azscience.org) is to inspire, educate, and entertain people of all ages about science. It features more than 300 hands-on exhibits, a state-of-the-art Dorrance planetarium, a five-story giant-screen IMAX® theater, daily live demonstrations and traveling exhibitions. Open daily from 10 am to 5 pm, Arizona Science Center is located in downtown Phoenix at 600 East Washington Street in the Heritage and Science Park in Copper Square.