

The Future Begins with Paramount's Augmented Reality Star Trek Experience

Use your webcam to experience the Enterprise like never before

London: May 5th 2009 - To promote the international release of STAR TREK on May 8th, Paramount Pictures International (PPI) is today launching 'Experience The Enterprise'; a groundbreaking augmented reality (AR) application placing a 3D interactive version of the Starship Enterprise in the palm of your hand.

Visitors to <http://www.experience-the-enterprise.com> will be given the opportunity to take an extensive five minute tour of the Enterprise, including testing the ship's weapons systems, impulse engines and warp drive.

'Experience The Enterprise' is built using augmented reality (AR) technology, which combines real world and computer-generated data to bring a 3D interactive version of the Starship Enterprise to life, on your desktop or in the palm of your hand.

Anybody with a webcam can take a tour of the Enterprise using the kind of futuristic technology that sits at the heart of perhaps the most popular science-fiction franchise of all time. Once underway, you are given a 'cadet holo-simulation' by Starfleet, the Academy in which new recruits Kirk, Spock and McCoy are enrolled at the start of the new film.

This is the first time AR has been used to bring a major film release to life in this way. The application itself was constructed using the original 3D model of the Enterprise appearing in the film, as well as featuring an array of special effects direct from the production. It was developed for PPI by creative marketing agency Picture Production Company (PPC), working in conjunction with augmented reality specialists Total Immersion.

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For more information, please contact:

Marc Berry (Picture Production Company)

T: 07775 803779

E: marc.berry@theppc.com

About Paramount Pictures Corporation

Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment, is a unit of Viacom (NYSE: VIA, VIA.B), a leading content company with prominent and respected film, television and digital entertainment brands. The company's labels include Paramount Pictures, Paramount Vantage, Paramount Classics, MTV Films and Nickelodeon Movies. PPC operations also include Paramount Digital Entertainment, Paramount Home Entertainment, Paramount Pictures International, Paramount Licensing Inc., Paramount Studios, and Worldwide Television Distribution.