



FOR IMMEDIATE RELEASE:

Reuben H. Fleet Science Center Celebrates a Record-Setting 100,000 Hours of Exploration and Discovery in America's Original IMAX Theater

SAN DIEGO, Calif, Jan. 3, 2008 -- 35 years after introducing the world to the breathtaking clarity and impact of IMAX® films presented on a giant dome screen, the Reuben H. Fleet Science Center has reached a historic milestone – a record-setting 100,000 hours of films shown in its IMAX Dome Theater. Operating nearly every day since March 1973, the Fleet's IMAX projector is the longest-operating system of its kind in the world, having processed over 375,000 miles of IMAX film - enough to circle the globe 15 times or stretch to the Moon and nearly back!

Transporting audiences from the deepest ocean trenches to the icy peaks of Mt. Everest and to worlds beyond, the Fleet Science Center's IMAX Dome Theater has screened more than 110 large-format films since its opening. Designed to function as an educational resource as well as an entertainment venue, the Fleet Science Center's IMAX Dome Theater primarily screens science, nature and travel documentaries that contribute to the non-profit institution's educational mission. The Fleet Science Center also has played a pivotal leadership role in the production of such films for museum audiences.

"Educating and inspiring young people has always been our top priority, and we're proud that more than one million school children have experienced an IMAX film with their classmates in our theater," said Dr. Jeffrey Kirsch, Fleet Science Center executive director and chairman of the Museum Film Network, an international consortium of museums with giant-screen theaters. "The tremendous scale of the IMAX format makes it a powerful tool for education and we've worked closely with filmmakers over the years to ensure their films are both entertaining and appropriate for school groups, families and museum visitors of all ages."

Celebrating his 25th anniversary this month as the Fleet's executive director, Dr. Kirsch has also served as executive producer for six IMAX film productions and consulting producer on seven other IMAX films. In 2001 he received the IMAX Corporation's prestigious Founders Award, given to individuals that have made a major contribution to the arts and sciences of 15/70 large format

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films. His films have received two Grand Prix awards (**TO THE LIMIT, CHRONOS**) and 2 CINE Golden Eagle Awards (**RING OF FIRE, THE DISCOVERERS.**)

First introduced in 1970, the IMAX film format still offers the highest resolution available in any movie theater experience. Each frame of IMAX film is nearly 10 times larger than normal 35mm film, with a resolution comparable to roughly 10000 x 7000 pixels. For this and other technical reasons, digital projection technology still cannot match the enormous scale and image quality of the IMAX experience.

To celebrate 100,000 hours of IMAX films at the Fleet Science Center, Dr. Kirsch & legendary IMAX director George Casey (**AFRICA: The Serengeti, AMAZING JOURNEYS, RING OF FIRE, FORCES OF NATURE**) will give a special public lecture at the Fleet at 12:30 p.m. on Monday, January 7, featuring a behind-the-scenes journey into the incredible world of IMAX. The lecture will be followed at 2 p.m. by a special screening of Casey's 1994 film, *AFRICA: The Serengeti*, in the IMAX Dome Theater.

Many of the films that have delighted past audiences in the Fleet's IMAX Dome Theater still can be enjoyed throughout the year, as part of the Fleet's ongoing "Fridays at the Fleet" program. On most Friday nights, two "classic" films are selected from the more than 30 films in the Fleet's extensive collection, and screened to the public at 6 & 7 p.m. for a discounted admission price.

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The Reuben H. Fleet Science Center ("the Fleet") is home to Southern California's only IMAX® Dome Theater and 100+ hands-on science exhibits for all ages. Watch immersive giant-screen films and amazing planetarium shows on the IMAX Dome and experience seven galleries of fun, interactive exhibits. A 23-passenger Motion Simulator Ride thrills visitors with journeys into exciting realms. Enjoy sandwiches, salads and healthful treats in Galileo's Café. Find unique educational toys and games, books, IMAX DVDs and more in the Science Store. Located at 1875 El Prado, two blocks south of the San Diego Zoo on Park Blvd, the Fleet is a non-profit organization dedicated to furthering the public's understanding and enjoyment of science and technology. For information regarding current admission prices, please call (619) 238-1233 or visit our Web site at www.rhfleet.org.

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