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## Kentucky Science Center begins installation of 4-story Digital Theater

*First theater in Kentucky and first science center in the world to use Precision White Screen technology*

**Louisville, KY (January 7, 2014)** – Today, Kentucky Science Center begins downtown theater renovations to its 25-year old theater by upgrading from IMAX® 15/70mm film projection to a stunning 4K digital platform with such exciting features as 3D capability, new assisted listening technology and a first for Kentucky – Precision White Screen technology.

“This state-of-the-art digital technology ensures the highly immersive viewing that has made Kentucky Science Center’s theater a downtown destination for so many years, putting moviegoers right in the center of the action,” said Science Center Executive Director Joanna Haas. “Film offerings will now include traditional 2D science and history based films as well as an expanded array of 3D selections, Hollywood feature films and even local documentaries with partners like KET-TV and others.”

Work is being coordinated by local contractor Bosse Mattingly Constructors, Inc, beginning with today’s arrival of a new 4-story screen. The screen represents only one element of this innovative cutting edge system, making Kentucky Science Center the first science center in the world and first theater in Kentucky to incorporate new Precision White Screen technology from RealD, Inc. Precision White Screen technology features a smooth, white surface which generates a better image contrast for improved viewing quality in 2D and 3D.

Capable of producing four times the image quality of a standard high definition home TV, a 4K resolution projection integration system is being installed through D3D Cinema, LLC., while RealD, Inc. is providing the 3D technology which puts the Science Center in the forefront of cutting age cinema technology. A new sound system rounds out the technology upgrade with 5.1 Surround Sound providing more than 20,000 watts of power.

The theater is scheduled to open to the public the weekend of February 8, 2014 with a free film weekend including a wide range of shows from traditional science center selections to Hollywood releases. The weekend also included the world premier of *Watermelon Magic*, a film about a young girl who learns to grow and part with one of nature’s most loved summer fruits, the watermelon. The premiere includes a special visit from main characters including “Sylvie,” Sylvia Green Hoffmann. For more info about this weekend and a schedule of films, visit [KYScienceCenter.org](http://KYScienceCenter.org).

The Science Center will remain open during the construction process and admission is \$13 for adults, \$11 for children ages 2-12 and free for members. Camps and other opportunities can be purchased online at [KYScienceCenter.org](http://KYScienceCenter.org) or by calling 502-561-6100 ext. 6111.

### **About Kentucky Science Center** ([KYScienceCenter.org](http://KYScienceCenter.org))

Kentucky Science Center is a nonprofit educational institution that encourages people of all ages to enjoy science, mathematics and technology in a stimulating and engaging environment that is educational as well as entertaining. Designated the “State Science Center of Kentucky” by the 2002 Kentucky General Assembly, Kentucky Science Center features interactive exhibits and engaging programs for children, families and adults. Kentucky Science Center is committed to growing a scientifically literate community that investigates, questions, and challenges.

