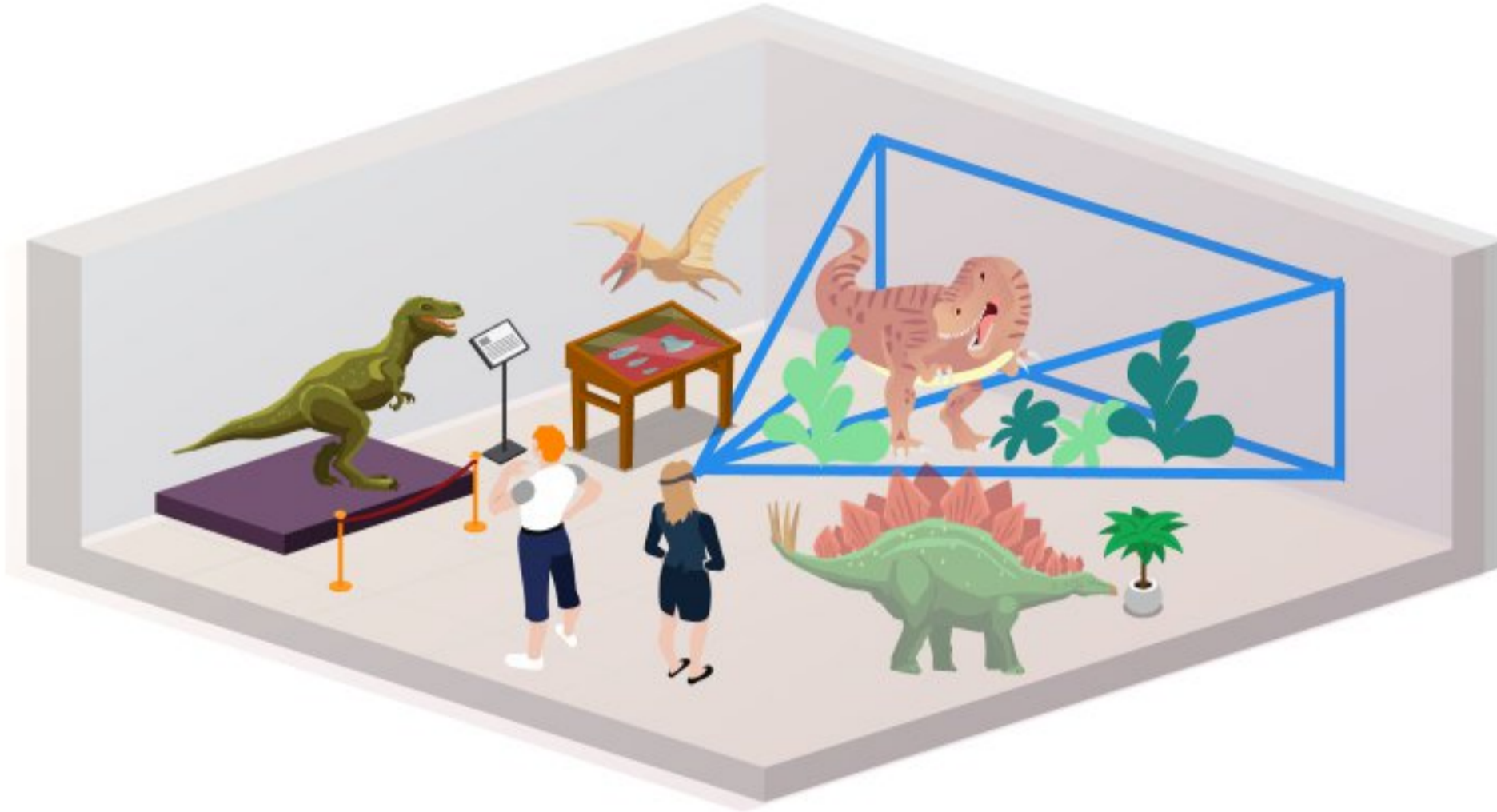


# BRINGING THE DINOSAURS TO LIFE

**Project ALIVE**, an immersive mixed reality museum experience using Magic Leap One



The two main **motivators** to visit a museum are to have **a unique experience** and **learn something new**.

- Assessing Millennial Engagement in Museum Spaces, 2018

Project Alive is an experience that reanimates the current Dinosaur exhibit at the Pacific Science Center. These are some of its key features :



## MIXED REALITY

An intersection of the real and virtual worlds which produces a new interactive environment within the exhibit.



## USER ENGAGEMENT

The Magic Leap headset provides a broad range of users the ability to fully engage with the dinosaurs and other features of the exhibit.



## EDUCATIVE ENTERTAINMENT

The prehistoric world comes alive with fun facts and information from the exhibit through an engaging storyline.



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