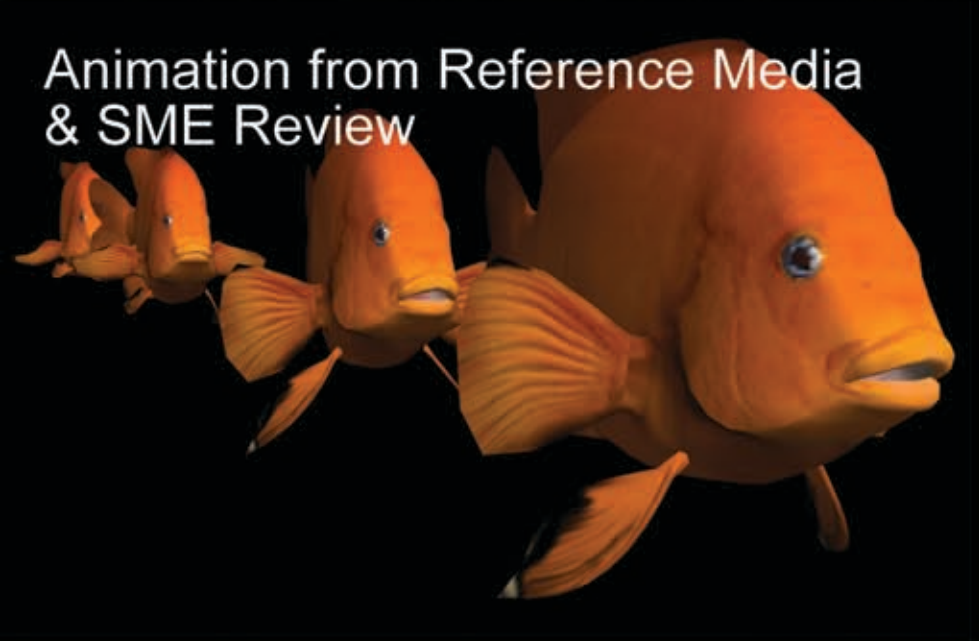
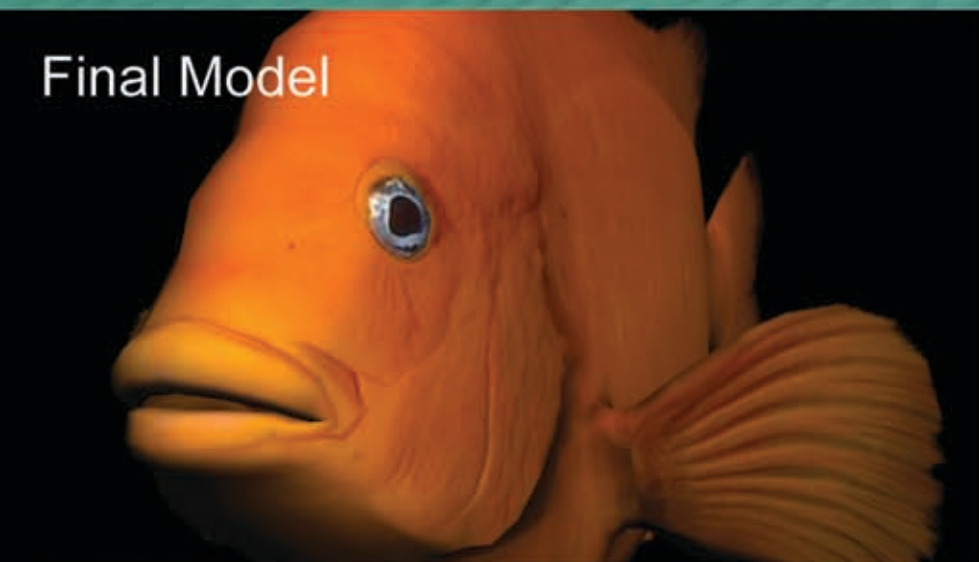
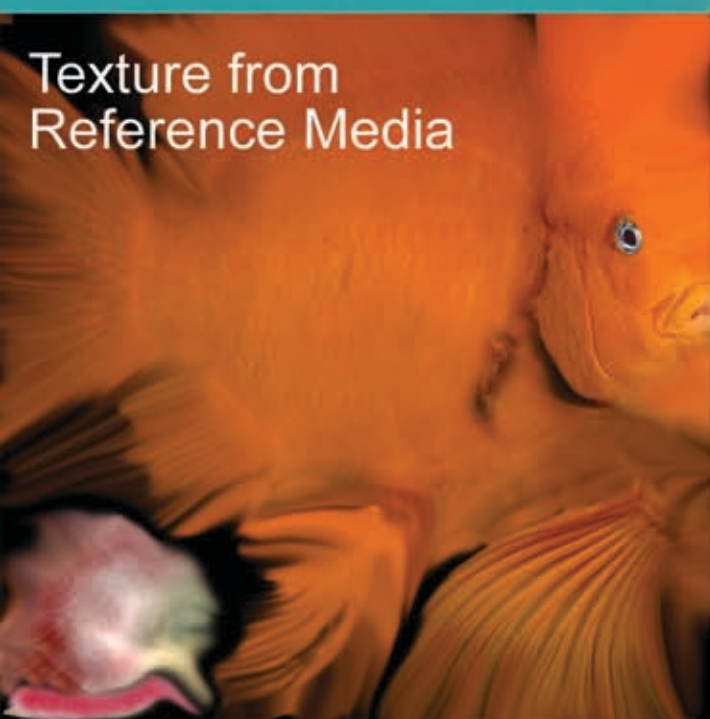
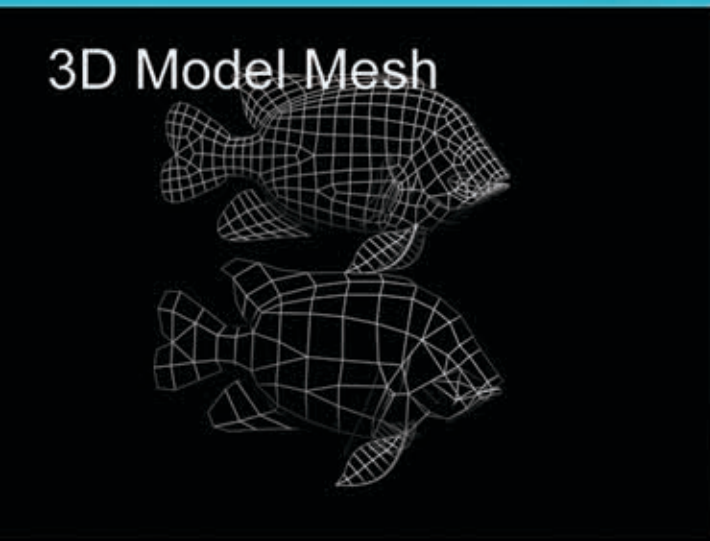


# USING NEW TECHNOLOGY TO PROVIDE ENHANCED VISITOR EXPERIENCES

## Virtual Fish



# WILD EARTH: deep ocean SAFARI



NARRATED BY MICHIKO MARTIN (NMSF) & PHILIPPE COUSTEAU



- Ocean Literacy & Stewardship Messages • Interactive Photo Safari Format
- Print or Online Souvenir Photos • Extended Content Online
- Real Time 3D Gaming Engine • Over 30 Species Represented
- 4 Major Environments

Sunlight: Kelp Forest & Rocky Reef • Twilight: Shelf with Shipwreck • Midnight: Deep Canyon

Presented by Kate Thompson, NOAA/NMSP & Rob Lloyd, EnTCO's The Ride Works

Wild Earth: Deep Ocean Safari is an interactive photo safari. One person uses driving controls to pilot the submersible through their choice of 4 major environments, controlling speed, direction and descent (positive buoyancy provides a constant slow ascent). One or more additional persons use mock cameras to aim and zoom to frame and capture user-generated photographs of the more than 30 species represented in a wide variety of dynamic encounters. The photos can become available as souvenirs in print or online with additional messaging, information and media to extend the experience. An educator's package is used to bring the experience into the classroom.

The project is a collaboration between commercial (EnTCO's The Ride Works, a themed entertainment developer), government (NOAA's National Marine Sanctuary Program) and not-for-profit (Cousteau's EarthEcho International) sectors. The goal is to create an experience that presents ocean literacy themes and environmental concerns like ocean pollution in a compelling interactive game format. Using an informal learning environment that appears to be more fun than serious, it is hoped that the strong undercurrent of important ideas will be absorbed by children and adults who become active participants in the real time storytelling event.

[www.WildEarthRide.com](http://www.WildEarthRide.com)

## Informal Learning Gaming Platforms

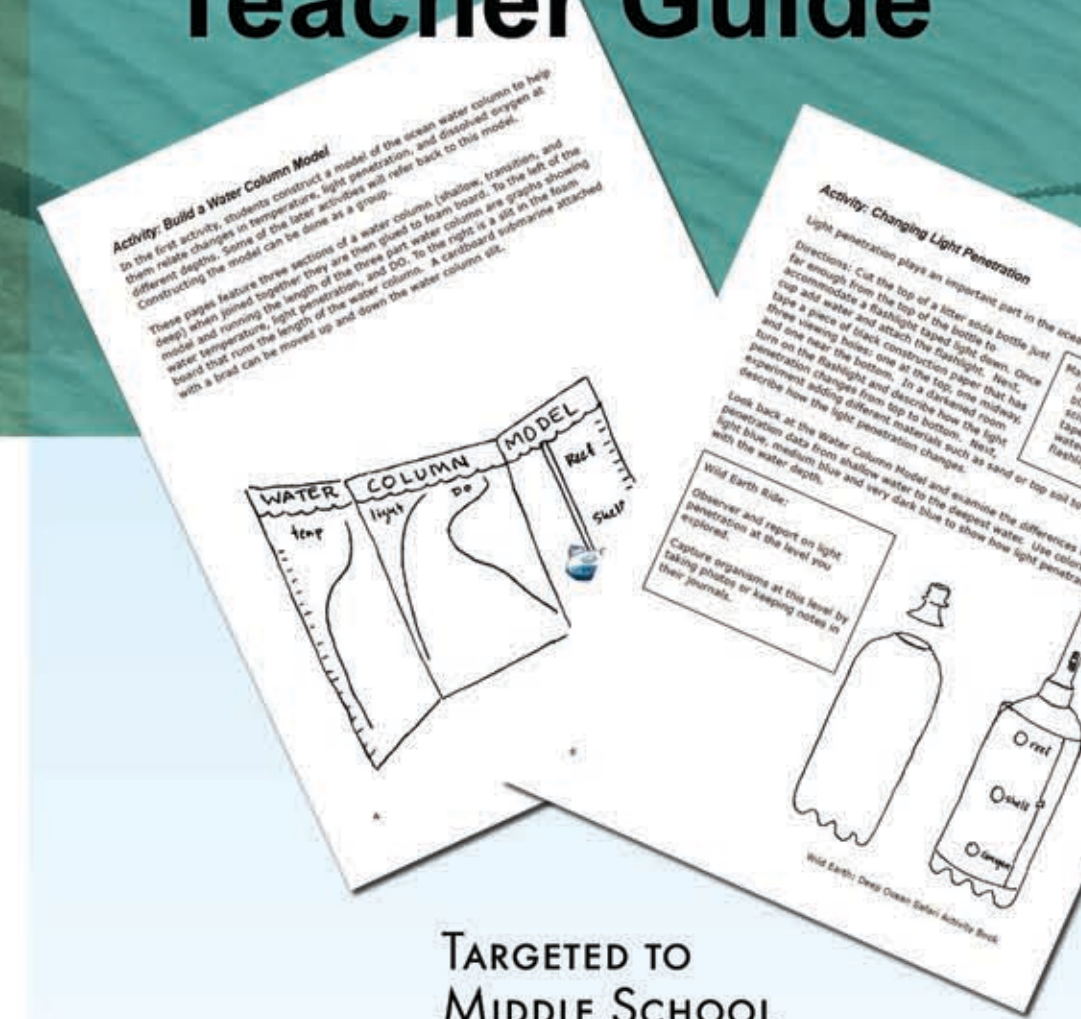
COIN-OPERATED KIOSK



MOTION BASE



## Student Activity Booklet with Teacher Guide



TARGETED TO  
MIDDLE SCHOOL  
(DRAFTS SHOWN -  
IN ACTIVE DEVELOPMENT)

