



3-D Action Theater

In April 2004, Riverbanks Zoo & Garden opened the first 3-D Theater at any zoo in the world. The auditorium of the Zoo's Education Center was transformed into a multimedia experience, capable not only of showing 3-D films, but also of serving as the perfect setting for meetings, receptions and numerous other functions, thanks to its Panasonic Digital Cinema package.

Zoo-goers were immediately taken by the incredible 3-D effects in the first film to be shown in the 3-D Theater, *SOS Planet*. The 15-minute, animated 3-D experience featured a meaningful conservation message, reinforcing the Zoo's mission to provide a diverse educational and high-quality recreational experience for all visitors. The film addressed issues of global warming, destructive fishing and tropical deforestation, told from the point of view of digital characters such as polar bears, orangutans, monkeys and a sea turtle.

The opening of the theater was just the first step of introducing Zoo visitors to the magic of the new 3-D experience available to them. In late 2004, Riverbanks debuted two new films in conjunction with the Zoo's Halloween and Christmas special events – Boo at the Zoo and Lights Before Christmas.

The future of the 3-D Action Theater will include numerous films as the Zoo continues to educate visitors through an entertaining movie-going experience. Based on an agreement with n-Wave Pictures, the 3-D film supplier, the main title in the theater will rotate yearly and special event films will continue to be offered. In addition, as organizations continue to learn more about the multimedia capabilities of the theater, it increasingly will become the setting for video conferences, club meetings and corporate functions.