

April 5th 2004

NEW DEEP DISPLAYS FOR EASTER

The Deep, Hull's £45.5m Millennium Commission lottery project is unveiling two displays in time for Easter. *Holoshark* - a unique shark hologram and the Young's Discovery Corner.

Holoshark is a unique life-size hologram display featuring a grey reef shark, one of The Deep's key species. Colin Brown explains,

"If you've ever wondered what it's like inside a shark, this is your chance to find out! Holoshark enables you to get under the skin of this apex predator. All this can be done by manipulating a moving image of the shark that appears to swim in space just before your eyes. This cutting edge display pushes the boundaries of both interactive displays and veterinary science. The closest way to describe the effect is to think of the hologram system Tom Cruise operates in the hit science fiction film, *Minority Report*."

The idea behind Holoshark was conceived by the Deep's exhibition design team. The software was developed by Mindwave Media in conjunction with The Deep's science officer, Graham Hill and curator Dr David Gibson.

Located near to Holoshark is a second new exhibit – The Young's Discovery Corner. This is a special hands on display incorporating live animals from British coves and rock pools including crabs urchins and starfish. Young's Bluecrest, who are supporting the Deep's education programme will be giving out free samples of Flipper Dippers to visitors to The Deep from 10am –2pm on Wednesday April 7th.

Press Preview

Press are invited to view the new exhibits at 9.15-9.45 on Wednesday April 7th, at The Deep.

Photographers: Please note that flash photography may not be used at The Deep. If you require lighting, please bring continual lighting with you. The Deep opens to the public at 10am, so we must complete all photo shoots by 9.45.

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