

Theme parks unite for Orlando shooting victims

Orlando's theme parks have united in solidarity following the tragic events of the weekend, which saw more than 50 people killed in a mass shooting at an LGBT nightclub in the city.

In a show of support, employees from many of Orlando's parks, including Disney, SeaWorld and Universal took to social media, making heart symbols with their hands for the victims and their families.

Kevin O'Brien, who has worked in the industry for some time as an entertainer, posted a range of photos which included performers from Disney's Animal Kingdom, characters from Universal's Islands of



Employees from parks across Orlando have shown their support

Adventure, divers at SeaWorld Orlando and the entertainers from Universal's Wizarding World of Harry Potter.

Since the initial post on Facebook, the outpouring of support has continued to spread, with more than 7,200 shares and

employees from parks worldwide offering their own photos.

"This is family. We are one, strong band of people," said the post from O'Brien. "From entertainment, costuming, techs, attractions, merchandise, custodial and all other depts, show that there is love out there!"

In the wake of the tragic shootings, Orlando's theme parks have been put on "high alert", with the *Orlando Sentinel* reporting that visitors at Magic Kingdom carried out incredibly thorough security checks with one employee reportedly going as far as to unzip visitors' wallets.

More: http://lei.sr?a=f2u2U_A

Austrian President Heinz Fischer opens Ecsite 2016

Austria's President Heinz Fischer officially launched the Ecsite conference in Graz last week, addressing delegates ahead of three days of talks and sessions on science centres.

Held this year in Graz's Messecongress, Ecsite is the largest event of its kind, open to everyone interested in public engagement with science.

Setting the scene for the days ahead, Fischer, whose wife Margit is president of the ScienceCenter-Network, praised the team that have worked to put the conference together.

The President also praised science centres worldwide, calling them an essential extra layer in the school system that marries young people with science.



Fischer praised science centres worldwide

"It is an interesting idea to add to both our school and university system the idea of bringing people closer to science, making it easy for them to understand, to have pleasure, to have good feelings and to learn," he said. "It's much easier for a child if they have in addition to school such an opportunity.

"I can only support this idea," concluded Fischer. "I wish you all success for this meeting of almost 1,000 delegates. Beyond that, I wish success to the whole idea of science centres and a new approach as to how young people can get personal relationship with science, technology and innovations."

More from Ecsite on page 12

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The museum offers 'new and improved access and the latest achievements of Cristiano Ronaldo'

Ronaldo museum triples in size

Cristiano Ronaldo's self-dedicated museum has tripled the amount of exhibition space to accommodate the world-famous footballer's ever-expanding trophy cabinet.

Ronaldo, who took to the pitch this week for Portugal in Euro 2016, opened the museum in his hometown of Funchal, Madeira, in 2013.

The museum moves to a new home, which is now spread over two storeys

and offers 1,400sq m (15,000sq ft) of "new and improved access and the latest achievements of Cristiano Ronaldo."

The CR7 museum houses mementoes and awards from the footballing mega-star's career, including his three Ballon D'Ors, recognising him as the world's best player in 2008, 2013 and 2014.

More: http://lei.sr?a=x3N7Q_A

Facebook COO Sheryl Sandberg ruled out of running for Disney top spot

Facebook COO Sheryl Sandberg has quashed rumours she could take the top spot at Disney, declaring "I don't want another job."

Sandberg had been linked with the position after Tom Staggs – the man originally expected to take over from Bob Iger – left his position as Disney COO last month.

Sandberg, who is a member of the Disney board, is one of the names touted to takeover from Iger, who said on an earnings call last month that he wasn't planning to extend his contract as CEO beyond its expiry date of June 2018.

"I don't want another job," said Sandberg speaking at the Recode conference in Rancho Palos Verdes, California, responding to a question about her interest



Sandberg ruled herself out of the role currently held by Bob Iger

in the top role at Disney, after being heavily linked with the position. Other candidates being considered for the role include Steve Burke, a former Disney executive who now runs NBCUniversal, and current Disney executives Ben Sherwood and Kevin Mayer.

More: http://lei.sr?a=J4R4c_A

Climate change is ‘biggest threat to heritage’

A new UNESCO report has identified climate change as the biggest threat to World Heritage sites, with designated locations in nearly 30 countries at risk to various natural events, which will directly affect tourism on a global scale.

Titled *World Heritage and Tourism in a Changing Climate*, the report was released jointly by UNESCO, the United Nations Environment Program (UNEP) and the Union of Concerned Scientists (UCS). It lists 31 natural and cultural World Heritage sites in 29 countries that are considered vulnerable to increasing temperatures, melting glaciers, rising seas, intensifying weather, worsening droughts and longer wildfire seasons.

The report provides an overview of the increasing vulnerability of World Heritage sites to climate change impacts and the potential implications for global tourism. It also looks at the relationship between World Heritage and tourism, and how climate change is likely to exacerbate problems caused by unplanned tourism development, as well as other threats and stresses.



Some Easter Island statues are at risk of being lost to the sea because of coastal erosion

“Globally, we need to better understand, monitor and address climate change threats to World Heritage sites,” said Mechthild Rößler, director of UNESCO’s World Heritage Centre. “As the report’s findings underscore, achieving the Paris

Agreement’s goal of limiting global temperature rise to a level well below 2 degrees Celsius is vitally important to protecting our World Heritage for current and future generations.”

More: http://lei.sr?a=f2F9s_A

Historical focus for Longleat Safari Park with 10-year development masterplan

Longleat Safari Park, in Wiltshire, England, has outlined its long-term plans, switching focus to look at the history of the grounds and how its resident animals play into that.

The park’s masterplan by Forrec will be rolled out in phases over the 10-year period, with the park spending as much as £3m (US\$4.4m, €3.8m) each year as it expands its offering. Additionally, the park will change its focus to the heritage of the historic site itself, changing the experience to look at how the animals fit into that story.

“Authenticity is one of our core values,” said Montgomery. “We started to think differently about theming. Our lions are on green grass surrounded by oak trees, so why not be more honest about that.



Bob Montgomery wants to focus on the heritage of Longleat

“We have this real tradition and animals are part of this eclectic collection that ties together the house, the exhibits and the attractions. We love this idea and it will be a differentiator in terms of the way we think,” he added.

More: http://lei.sr?a=r7B6W_A



Jaunt previously worked with McCartney

Jaunt VR debuts six-part McCartney documentary

VR startup Jaunt, which last year secured US\$65m (€58m, £42m) from a number of global companies to develop its technology, has produced a six-part virtual reality series about Paul McCartney.

Partnered with VisitBritain and the GREAT Britain campaign, *Pure McCartney VR* was filmed in McCartney’s private home studio, as fans take a personal journey with him as he recounts memories and anecdotes related to various tracks from his upcoming album *Pure McCartney*.

More: http://lei.sr?a=t5j8M_A

Chester Zoo TV series picked up for second season

Chester Zoo is celebrating after securing a second series of its hit Channel 4 documentary *The Secret Life of the Zoo*.

The show, which focuses on the relationship between animals and their keepers at Chester Zoo in the UK, proved a huge hit last year, with a reported upswing in attendance of around 20 per cent.

“Visitor numbers for 2016 are up on last year, which is incredible,” said Jamie Christon, managing director of Chester Zoo, speaking to AM2. “We put this down to the impact of *The Secret Life of the Zoo*, which gave millions of viewers a unique insight into the dedication and passion of our keepers, the lives of our animals and the work we do to conserve endangered species.”

Season one of the documentary series drew an average of 2.7 million viewers over a six-episode run. The show also proved popular on social media, trending on multiple networks each time it aired, estimated to be worth millions of pounds in terms of PR.



Attendance at the zoo increased by around 20 per cent in 2015, partly thanks to the series

“The public response to the programme has been overwhelming. Visitors to the zoo have talked glowingly about the brilliant insight it gave them into our work, and lots of people have been coming to get close to the animals in

person having been introduced to them on TV,” said Christon. “It was lovely to see the reactions of our visitors, who expressed how proud they were to be part of the Chester Zoo family.”

More: http://lei.sr?a=M9x4e_A



The expansion is geared towards kids

Gaylord debuts US\$5m waterpark expansion

Gaylord Texan Resort has expanded its waterpark offering, installing a kid-friendly US\$5m (€4.5m, £3.5m) expansion of its Paradise Springs outdoor attraction.

Following a Texan theme, the multi-million dollar expansion has been designed by the Aquatic Development Group with younger guests in mind, offering three waterslides, a play structure with water features, a child-friendly pool area, more cabanas and increased seating.

More: http://lei.sr?a=t9q9W_A

Architects envision €30m Latvian Museum of Contemporary Art

Designs by a number of architects competing to create a €30m (US\$34m, £23.6m) contemporary art museum in Latvia have been unveiled.

The seven teams – shortlisted from an invited list of 25 global architecture firms and each paired with a local design team – include Adjaye Associates and AB3D; Caruso St John Architects and Arhitektu birojs Jaunromans un Abel; Henning Larsen Architects and MARK arhitekti; Lahdelma & Mahlamäki Architects and MADE arhitekti; Neutelings Riedijk Architects and Brigita Bula arhitekta; Sauerbruch Hutton and Arhitekts Ingurds Lazdinš; and WHY, OUTFBOX Architecture and ALPS.

The Latvian Museum of Contemporary Art will sit at the heart of the Latvian capital of



Henning Larsen Architects' Riga museum entry

Riga, with plans to become the “most-visited art museum in the Baltic states”, according to project funders the Boris and Inara Teterev Foundation and the ABLV Charitable Foundation.

The gallery will open in November 2021 with architects chosen by the end of June.

More: http://lei.sr?a=b4X9n_A

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simworx

UK-based Simworx, the specialist supplier of media based dynamic simulation attractions, has teamed up with Turner's Cartoon Network, a leading player in the global children's entertainment industry, to offer a host of fantastic new attractions and experiences based around one of Cartoon Network's most popular TV shows.

Together, Simworx and Cartoon Network aim to create a world first range of dynamic simulation, media-based attractions solely focused on Cartoon Network's iconic brand, Adventure Time. Attractions available include Immersive Tunnels, 3D/4D effects theatres, AGV dark rides, RoboCoaster rides and fully themed, multi-experience attractions. All products will now be available with custom Cartoon Network content and branding, providing visitors with a truly exciting and bespoke experience based on some of the best known Adventure Time characters.

For more information please contact Simworx at:

Simworx Ltd., 37 Second Avenue, The Pensnett Estate, Kingswinford, West Midlands, DY6 7UL, England.

Tel. +44 (0)1384 295733 Email: sales@simworx.co.uk

Or contact Cartoon Network at:

Annabel Rochfort, Senior Licensing Manager, Themed Entertainment
T: +44 20 7693 1181 E: Annabel.rochfort@turner.com

Six Flags looks east with eye on further expansion

When CEO John Duffey took the reins at Six Flags early this year, things were in great shape. Last year marked the company's sixth consecutive year of record performance and during that time more than US\$2bn (€1.8bn, £1.4bn) was returned to shareholders.

The success is due to its regional parks – 16 in the US, one in Mexico and one in Canada. But now, Six Flags is heading east.

"Developing Six Flags parks in various parts of the world is part of our long-term growth strategy," Duffey told *Attractions Management*. "Given the global strength of the Six Flags brand, we believe we have a tremendous growth opportunity to partner with other firms that are interested in building Six Flags-branded theme parks in markets outside North America.

"There is growing interest from other countries who want to be a part of our signature brand of thrills and innovation," he continued.

The operator – the world's fifth-largest, seeing an overall attendance increase of 11.4 per cent in 2015 to 28.5 million – is about to break ground on its first Six Flags in Asia. Six Flags Haiyan, not far from Shanghai,



Six flags is looking towards the east using a franchise model

China, is the first step in the plan to build "multiple" Six Flags in China in the next 10 years, all in partnership with real estate developer Riverside Investment Group.

"China is an excellent market and one that has the potential to support multiple

Six Flags-branded parks," said Duffey.

"Dubai is an emerging entertainment destination with incredible potential and Vietnam is another exciting market where we believe the brand will be well-received."

More: http://lei.sr?a=s9U2q_A



The catbus will be life-sized

Catbus the centrepiece of renovated Ghibli Museum

Japan's Ghibli Museum in Tokyo is planning to create a life-sized replica of the famous Catbus from anime classic *My Neighbour Totoro*.

The Ghibli Museum – which opened in 2001 as a showcase for the work of animation studio Studio Ghibli – has an existing replica of the Catbus, though it is only large enough to fit small children.

As part of renovations, a new exhibit will celebrate the museum's 15th anniversary by creating a much larger version of the Catbus – one adults can enjoy.

More: http://lei.sr?a=M4W3q_A

Simworx teams up with Cartoon Network to produce *Adventure Time* attractions

Media-based dynamic simulation attraction developer Simworx has teamed up with Cartoon Network to offer a host of new attractions based on the brand's popular *Adventure Time* show.

Together, Simworx and Cartoon Network will create a world first range of media-based attractions solely focused on *Adventure Time*, a series which follows the adventures of Finn and his best friend Jake.

Attractions available under the new agreement will include Immersive Tunnels, 3D/4D effects theatres, AGV dark rides, RoboCoaster rides and fully themed, multi-experience attractions.



Simworx and Cartoon Network have teamed up for the venture

"This is a tremendous opportunity for both parties to add further to our product and licensing portfolios and with Simworx's continually expanding product range

there is massive potential for the development of some very exciting and memorable attractions," said Simworx managing director Terry Monkton.

More: http://lei.sr?a=t9v5t_A



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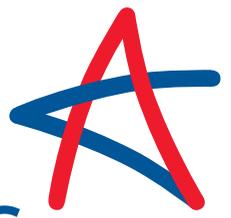
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Casper's Birthday Blast dark ride is opening soon

Sally and Sanderson deliver friendly frights with Casper

Animatronics and dark ride specialist Sally Corp has announced it is working with Sanderson Group on a new Casper dark ride.

The ride is to be installed at the soon-to-be-built Movie Animation Park Studios (MAPS), in the Malaysian state of Perak. The interactive dark ride is based on the popular DreamWorks' IP

Casper the Friendly Ghost. Sally is creating the animatronics, props and ride system and Sanderson is providing the theming for the Casper's Birthday Blast experience.

MAPS, Malaysia's first animation theme park project, is a RM450 million (US\$111m, €97m, £76m) collaboration between Sanderson and property developer Perak Corporation.



Galactica's photo opportunity comes in the queue-line

Picsolve captures Galactinauts with space selfies

Image solutions provider Picsolve has teamed up with Alton Towers to add an extra level of interaction to the park's new VR coaster, Galactica.

Now guests waiting in the the space-themed queue-line are being given the chance to take a "space selfie" in just 30 seconds.

Picsolve answered the challenge that VR headsets posed to regular in-ride

photography by moving the photo opportunity earlier in the experience, before the HMDs are introduced.

The queue-line photo opportunity uses six DSLR cameras to capture up to six Galactica "space tourists at a time". The photo capture point is themed as part of the check-in process to fit in with the ride's space travel story.



Schlitterbahn New Braunfels is integrating virtual queuing

Schlitterbahn Texas launching Accesso LoQueue system

Schlitterbahn Waterpark in New Braunfels, Texas, has announced a five-year contract to integrate virtual queueing technology by Accesso.

The LoQueueSM virtual queueing and ride reservation system – along with the Qband device – will be offered as a Blast Pass by the waterpark, allowing guests to use touch-screen kiosks in the park to

save a space for the rides they want to experience.

"We have considered a queueing solution for many years as we evaluated ways to further improve our guest experience," said Darren Hill, Schlitterbahn New Braunfels general manager. "Blast Pass, powered by Accesso, will allow our guests to be able to enjoy more of our park and spend less time standing in line."



MTT Innovation demos its Limelight HDR Projector

Tech firm Barco acquires Canada's MTT Innovation

Global visualisation technology firm Barco has acquired a Canada-based imaging company that specialises in high-dynamic-range (HDR) imaging, advanced colour science and human perception.

MTT, which was established in 2012, says its "aim is to develop tomorrow's wow imaging-technologies". At last year's SIGGRAPH in Los

Angeles, MTT Innovation demoed its high luminosity, high-dynamic-range Limelight projector – a prototype of up to 25 times the brightness of a standard projector; thanks to its light-steering engine.

"With this investment, we are augmenting our expertise in the field of high-dynamic-range technology," said Eric Van Zele, president and CEO at Barco.

Use space to encourage future careers in STEM

Leading Danish scientist Tina Ibsen has called for planetariums and science museums to use a re-emerging popularity in space to draw young people into STEM careers.

Ibsen – who is head of Science and Outreach at the Tycho Brahe Planetarium in Copenhagen – said that it was essential that scientific institutions encourage children to head towards a career in STEM as needs for skilled workers in the field increases.

After home-grown astronaut Andreas Mogensen was given a mission to the International Space Station in 2015, education and scientific bodies in Denmark united to create a project called *2015: Space Odyssey*, named after Stanley Kubrick's famous movie.

"We don't have a space agency in Denmark, so we would go out there and use Mogensen and space as a way to engage more kids in STEM careers," said Ibsen.

"What we did is we came together – 15 partners across Denmark in what was the largest outreach project ever to happen here."

The effort proved a success, with more than 140,000 people in Denmark taking part



Denmark launched a nationwide space initiative based on Andreas Mogensen's ISS mission

in a number of space-themed events across the country on 2 September 2015.

"In my opinion space is becoming quite 'sexy' again," said Ibsen. "It's a

great catalyser about what is space, what can be used to explore space and how can stem careers be a part of this."

More: http://lei.sr?a=h3N7t_A



Buchel says Ecsite is taking great strides

Ecsite urges members to fight fear with inclusion

Ecsite president Michiel Buchel has told the network's members to take a stand and show Europe that inclusion can be far stronger a force than fear.

"We represent Europe and progress, and we all know there is a cold, dark wind blowing through Europe," said Buchel.

"We're undergoing a rather difficult phase. Immigration, refugees, terrorism, these things can make people scared. We can help, we can show that inclusion is so much better than looking for enemies that are often not really there."

More: http://lei.sr?a=R8j7y_A

UNESCO backs first ever world science centre day, coming in November 2016

Ecsite and UNESCO are teaming up to introduce the first ever International Science Centre and Science Museum Day (ISCSMD), coming later this year.

Scheduled to take place on 10 November, the event will be the first of its kind, with the goal to create new ways for scientific institutions to address sustainability and reach diverse new audiences.

"It's a very special day," said Linda Conlon, ASTC board chair. "We've not had one of these days in our history and it's a wonderful opportunity to bring together all of the networks of the world to work in cooperation to celebrate it."

Run as a joint initiative between major world



The UNESCO-backed initiative will be the first of its kind

science bodies, with backing from UNESCO, ISCSMD will aim to demonstrate the engagement and impact of the science centre and science museum field, with outcomes to be presented at

the Science Centre World Summit 2017 in Tokyo.

As part of the day, experts will meet in Paris to discuss best practices and recommendations to address the UN.

More: http://lei.sr?a=s6K6t_A

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Its uncompromising focus on the customer experience, growth plan and technological innovation has made it a market leader in the sector. With 54 Hollywood Bowl, Bowlplex and AMF Bowling centres, in addition to future expansion plans, it has an exciting future.

A REAL SUCCESS STORY

Centre manager Kerry Seagrave tells all about her transition from the fitness industry and what attracted her to The Original Bowling Company. "I started my career as an air hostess but soon found this didn't suit my fitness lifestyle so decided to turn my hobby into a career. I started a 3 year Sports science degree and soon found a role as a fitness coach. On completion of my degree I became a team leader, that's when my ambition to learn every part of the industry and climb the managerial ranks began.

"I worked my way up through the ranks in the fitness industry, mastering all positions including fitness coach, personal trainer, team leader, operations manager, sales manager to general manager. After a successful 12 years in the fitness industry I thought it was time for a new venture, something I could really get my teeth into."

"A year later an opportunity for Centre Manager came around with The Original Bowling Company. I knew little about

it other than its reputable recognisable brand. After researching the company and interviewing for the role I felt an excitement inside that I hadn't felt since I first walked into the fitness industry years ago - a buzz like a child that had just been told they were going to Disneyland. I knew this was the role for me.

"I work in a fun-filled, challenging, rewarding environment. It was the best career move I have made - I'm excited every day"

I was given centre manager responsibility at Hollywood Bowl Leeds - one of the biggest centres in the portfolio with so much potential to unlock. My integration into the business was fantastic. I spent four weeks on the job training with four very experienced centre managers, before a week in my centre with my mentor - the best start anyone could hope for.

Running a bowling centre is fantastic; every day is very different as there are

several businesses within a business. I soon realised that there are many levers to pull in what is a very complex business. I needed more than skill, experience and motivational energy, so I went about seeking them from the leaders (wizards) in our business. The Original Bowling Company has an exceptional external support system. Nothing is too much for them. They encourage fresh ideas and invest time into developing you to become an exception leader. Exciting opportunities always come up, as long as I want to achieve, the company will encourage my growth.

I am excited about how I can make a difference to my teams performance but more importantly, how I can create the best experience possible for every person that walks through the doors!"

If you're looking for a new and exciting role that gives you more variety, challenges and more opportunity than ever before, The Original Bowling Company is definitely the #PLACE2B.



FOR MORE INFORMATION

Visit www.bowlingcareers.co.uk and
www.facebook.com/bowlingcareers

For more details on the following jobs visit www.am2.jobs or to advertise call Sarah on +44 (0)1462 471908



■ **Consultancy Manager**

National Trust
Salary: £42,326 pa
Job location: Atrincham, Cheshire, United Kingdom

■ **Visitor Experience Manager**

National Trust
Salary: £24,587 pa
Job location: Hatfield Forest, Takeley, Bishop's Stortford, Essex, United Kingdom

■ **Chief Operating Officer**

Lakeland Arts Trust
Salary: £45,000 - £50,000 + benefits
Job location: Kendal and Bowness, Cumbria, United Kingdom

■ **Commercial Business Analyst – Tours and Retail**

House of Commons
Salary: £36,500 per annum
Job location: London, United Kingdom

■ **Operations Manager**

Deen City Farm
Salary: Up to £30k per annum depending on experience
Job location: London Borough of Merton, United Kingdom

■ **General Manager**

The Dungeons
Salary: Competitive
Job location: York, United Kingdom

■ **Marketing Executive**

Chessington World of Adventures
Salary: Competitive
Job location: Chessington, United Kingdom

■ **Moulding Supervisor**

Merlin Entertainments Group
Salary: Competitive
Job location: London, United Kingdom

■ **Regional Curator**

Merlin Entertainments Group
Salary: Competitive
Job location: Shanghai or Hong Kong

■ **Rides and Attractions Team Leader**

Thorpe Park Resort
Salary: Competitive
Job location: Chertsey, United Kingdom

■ **Conference Supervisor**

Chessington World of Adventures
Salary: Competitive
Job location: Chessington, United Kingdom

■ **Assistant Food and Beverage Managers**

Warwick Castle
Salary: Competitive
Job location: Warwick, United Kingdom

■ **Retail Supervisor**

Legoland Discovery Centre
Salary: Competitive
Job location: Arizona, United States

■ **General Manager**

National Museum of the Royal Navy
Salary: 31,000
Job location: Gosport

■ **Marketing Manager**

Madame Tussauds
Salary: Competitive
Job location: Nashville, United States

■ **Health and Safety Advisor**

Thorpe Park Resort
Salary: Competitive
Job location: Chertsey, United Kingdom

■ **Attractions and Shows Team Leader**

Warwick Castle
Salary: Competitive
Job location: Warwick, United Kingdom

■ **Duty Manager**

Sea Life
Salary: Competitive
Job location: Minnesota, United States

■ **Interim Executive Manager – Visitor Attraction**

Borde Hill Garden
Salary: £30,000 FTE
Job location: Haywards Heath, United Kingdom

French flooding causes emergency closure of major museums in Paris

Two major museums in the heart of Paris were forced to temporarily close so that their priceless works could be moved to higher ground amid the threat of flooding from the River Seine.

The river, which has already burst its banks in several places, is 6m (19ft) above its normal level after six months worth of rain fell in just a matter of days.

As a result, the world-famous Louvre and Musée d'Orsay were both temporarily closed to move their works to safety.

Other visitor attractions have also been affected, with tourist boats banned from passing through the



The Louvre closed to move its underground paintings to safety

French capital, while the Eiffel Tower was partially submerged underwater for a period of time.

The water level reached its highest since 1986.

The highest levels of all

time were recorded in 1910, when the Seine reached 8.5m (28ft), submerging large areas of the capital for 45 days.

More: http://lei.sr?a=B5y6J_A

Microsoft unveils Windows Holographic operating system for all VR devices

Microsoft has announced it's releasing a virtual reality operating system to be available to all VR and AR systems.

The company's own under-development Hololens already uses the special version of Windows 10, which will be known as Windows Holographic for its commercial release.

Building on the existing Windows platform, Windows Holographic will include a range of bespoke components for virtual or augmented reality. Such features will include human-interaction systems, spatial mapping and special technology to best use the capabilities of the new software.



The operating platform will be available for all VR technology

With Microsoft offering up its technology to third parties, it broadens the platform which is currently restricted to brands such as Oculus and HTC Vive, which use their own platforms exclusively.

The VR market continues to expand in 2016, providing new opportunities to businesses that want to create more immersive experiences for their consumers.

More: http://lei.sr?a=6B9z8_A

- American Association of Museums (AAM)**
T: +1 202 289 1818 W: www.aam-us.org
- Association of American Zoos & Aquariums**
T: +1 301 562 0777 W: www.aza.org
- Association of Art Museum Directors**
T: +1 212 754 8084 W: www.aamd.org
- Association of Independent Museums (AIM)**
T: +44 (0)1584 878 151 W: www.aim-museums.co.uk
- Association of Leading Visitor Attractions (ALVA)**
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- Association of Science and Technology Centers (ASTC)**
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- Association of Scottish Visitor Attractions (ASVA)**
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- European Association of Amusement Suppliers Industry (EAASI)**
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- European Association of Zoos and Aquaria (EAZA)**
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- Historic Houses Association (HHA)**
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- International Association of Amusement Parks & Attractions (IAAPA)**
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- International Planetarium Society**
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- Museums Australia**
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- National Farm Attractions Network (NFAN)**
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- The Canadian Museums Association**
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- The Canadian Association of Science Centres (CASC)**
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- Themed Entertainment Association (TEA)**
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- World Waterpark Association (WWA)**
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- Zoo & Aquarium Association**
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