



MEDIA RELEASE

Today's technology brings back yesterday's dinosaurs for National Science Week

9 August, 2011: National Science Week 2011 is set to thrill, surprise and amaze as dinosaurs and prehistoric creatures are brought back to life using 'augmented reality' technology and your smartphone.

Along with Scitech and Australia's second largest DSL broadband provider, iiNet, the team at National Science Week has launched *Jurassic Science Week* - an event which will see primitive creatures roaming through 14 Australian cities between 13 – 21 August.

Along with the usual suspects - Tyrannosaurus Rex, Triceratops and Stegosaurus, *Jurassic Science Week* will bring dinosaurs like Chungkingosaurus and Parasaurolophus into the world on people's smartphones using an application called 'Layar'.

Charged with implementing the technology around the country, iiNet programmer, Valance Phua said augmented reality combines the real world with the virtual.

"This technology is different to virtual reality because it offers a view of reality which has been tweaked or enhanced rather than replacing the real world with a simulated one," Mr Phua said.

"The end result means you can take a photo using your smartphone's camera and there will be a dinosaur flying above you, standing next to you, or coming out of a building. It's a lot of fun and a great educational tool as well."

Jurassic Science Week is happening in Sydney, Newcastle, Brisbane, Gold Coast, Townsville, Canberra, Melbourne, Darwin, Alice Springs, Perth, Hobart, Launceston, Adelaide and Port Augusta.

Try it now and download from <http://nationalscienceweek.iinet.net.au/>.

To find out how to track down a Jurassic Science Week dinosaur or to learn more about augmented reality technology, visit <http://www.scienceweek.gov.au/National/JurassicScienceWeek>.

For more information on National Science Week, visit www.scienceweek.gov.au.

ENDS

Media Contact

Jane Humphries
Communications
iiNet
08 9214 2210 or media@staff.iinet.net.au