

FOR IMMEDIATE RELEASE  
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**ENTER A NEW DIMENSION WITH SCIENCE NORTH'S NEW EXHIBIT  
*REINVENTING REALITY: EXPLORE THE SCIENCE OF VIRTUAL REALITY***

**(SUDBURY)** – In partnership with Virtual Science Center Science North is pleased to present *Reinventing Reality: Explore the Science of Virtual Reality*. The new special exhibition is now open and will run throughout Science North's summer season closing on September 5<sup>th</sup>, 2022.

Guests will experience virtual reality (VR) firsthand in this fully immersive exhibit. Discover how VR uses and sometimes fools our brain to make the virtual world seem real. Explore how computers create and project 3D objects in the virtual and real world. Get inside a VR headset in more ways than one, guests will be able to dive into how VR uses tools like cameras and gyroscopes to capture our body and head movements so they can interact with the virtual environments they see.

This new exhibit will take the what-ifs and make them reality!

*Reinventing Reality* includes 12 VR Arcade stations where guests can create, play, or simply enjoy being in a virtual environment. All the games are displayed on monitors, so non-active players can watch their friends and family members.

"Imagine rock climbing in a national park, being chased by dinosaurs, or flying through space on a rocket. Virtual reality allows us to have magical experiences, but the technology inside a virtual reality headset is as mind-blowing as the virtual world itself. *Reinventing Reality* pulls back the curtain on Virtual Reality technology by encouraging visitors to experiment with the tools that make it work."

**- Meghan Lee, Executive Director, Virtual Science Center**

"Expanding what we know about reality with this new exhibit is a step into the future possibilities of STEM. *Reinventing Reality* explores the science, creativity, and innovation behind one of the fastest evolving technologies – virtual reality. We are excited to welcome guests to the science centre this spring and summer to learn more about virtual reality, and experience firsthand what this amazing technology can do."

**- Jennifer Booth, Interim CEO, Science North**

### **About Virtual Science Center**

Virtual Science Center (VSC) is a forward-looking non-profit that ignites interest in STEM by creating high-impact, interactive museum experiences featuring innovative technologies. Located in the heart of Silicon Valley, Virtual Science Center facilitates collaborations between industry experts, museum and science centers, educators, exhibit design teams and visitors. VSC's goal is to provide relevant, science-rich content while increasing museum attendance and inspiring more students to pursue careers in science, technology, engineering, and math.

For more information, visit [virtualseiencecenter.org](http://virtualseiencecenter.org).

### **About Science North**

Science North is Northern Ontario's most popular tourist attraction and an educational resource for children and adults across the province. Science North maintains the second and eighth largest science centres in Canada. Science North's attractions include a science centre, IMAX® theatre, digital Planetarium, butterfly gallery, special exhibits hall, and Dynamic Earth: Home of the Big Nickel. Science North, in partnership with Laurentian University, offers North America's first and only comprehensive Science Communication program, a joint Master's and Graduate Diploma program. As part of its mandate, Science North provides science experiences throughout Northern Ontario including outreach to schools and festivals, summer science camps and more, and has a permanent base in Thunder Bay providing outreach to the Northwest. Science North is an agency of the Government of Ontario. For information, visit [sciencenorth.ca](http://sciencenorth.ca).

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*Science North is an agency of the Government of Ontario and a registered charity #10796 2979 RR0001.*