

**GREENSBORO, N.C.** — On Tuesday, March 13 at 3:00 p.m., the Greensboro Science Center (GSC) will unveil a prototype of Kiwanis Keeper on Call, a brand new way for guests to engage with and learn more about GSC animals and exhibits — right from their mobile devices.

The use of smart devices by GSC guests has increased significantly over the last decade, granting an opportunity for the GSC to offer new ways to present exhibits. Through the use of Augmented Reality (AR), Kiwanis Keeper on Call will enable guests with the Greensboro Science Center app to point their mobile devices at a trigger image that will bring exhibits to life. Digital content will be overlaid on the real world, enhancing the experience by presenting guests with an interactive way to learn that puts them in control of the content they receive.

Kiwanis Keeper on Call will be made available extensively in the GSC's zoo expansion, Revolution Ridge, expected to be complete by 2020.

Ron Settle, the GSC's Director of Innovative Technology and Interpretation, says, "Imagine a life-sized image of a zookeeper next to each animal exhibit in our upcoming zoo expansion, Revolution Ridge. Imagine, too, that when visitors aim their phones or tablets at it, the life-sized zookeeper steps out of the sign and right in front of - or even into - the exhibit, telling them all about the animal and the habitat they're viewing. In our zoo, there will be, in effect, a "Keeper On Call" to come whenever you want to learn about what you're looking at."

Kiwanis Keeper on Call is made possible by a generous donation from the Kiwanis Clubs of Guilford County. Woody Deyton, Chairman of the Centennial Committee for the Kiwanis Club of Greensboro, says, "The Kiwanis-funded attractions will provide lessons in animal adaptations and the survival of endangered and extinct animals. These attractions will thrill, educate and entertain the kids!"

#### **About the Greensboro Science Center:**

A premier family attraction in North Carolina that offers the state's first accredited inland aquarium, a hands-on science museum, an accredited Animal Discovery Zoological Park, a state-of-the-art OmniSphere Dome Theater, and SKYWILD, an animal-inspired treetop adventure park. The Center is also NC's only dually accredited AZA (Association of Zoos and Aquariums) and AAM (American Alliance of Museums) science attraction – an honor only 14 attractions in the nation can claim. The Greensboro Science Center is located at 4301 Lawndale Drive in Greensboro and is a 501 (c) 3 non-profit organization. For more information, visit [www.greensboroscience.org](http://www.greensboroscience.org).

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