

Singapore Science Center takes Guests on a Whirlwind Tour of Information Technology with iSpace

Orlando, Florida- December 4, 2006 – Creative design firm, **Falcon's Treehouse, LLC**, returns to its roots with the Singapore Science Center's new multimillion dollar exhibit, iSpace. Intended to promote the exciting field of Information Communication Technology to the next generation of young scientists and consumers, the exhibit features a historical overview of the ubiquitous field in addition to cutting-edge and futuristic applications of the technology.

A collection of more than fifty hands-on exhibits showcased in a sleek, streamlined environment, the centerpiece of iSpace is a stunning aluminum tree sculpture. Comprised of 111 miles of fiber optic cable, the tree is set within a glass globe of the earth to metaphorically reinforce the message that an interconnected network of communication branches touches each corner of our world. Other innovative features include an interactive game show led by a wacky digital Host, a futuristic "Transporter" attraction and an *Apprentice*-style Infocomm Technology "job interview".

"We believe that the most effective way to showcase the latest ideas and technologies in the Infocomm Industry is to bring them to life through compelling storytelling and engaging, innovative interactives," says Cecil Magpuri, the President and creative director of Falcon's Treehouse. "I've always had a place in my heart for *edutainment* - the buzzword coined to describe content-driven, museum-like attractions that have been designed to entertain while also providing the facts."

Magpuri's company, Falcon's Treehouse, got its start with a pair of high-profile edutainment experiences for Disney's EPCOT and its AT&T sponsored exhibits, *Webopolis* and *New Global Neighborhood*. It's easy to see why the Singapore Science Center tapped the firm to elevate their new iSpace exhibit. By harnessing the emotional power of their unique brand of "elemental storytelling", Falcon's Treehouse has created a mind-blowing collection of innovative exhibits that support the theme of Infocomm technology.

The Falcon's Treehouse mission is to enrich lives worldwide through unmatched storytelling, creating unique destinations, attractions, events and entertainment. With iSpace, an ambitious project being executed in conjunction with the government of Singapore, the aim was to help steer the country's economy by exposing children and young adults to an important industry that is omnipresent, yet often taken for granted in most of our lives.

"There are very few things that are as all-encompassing or as important as information communication," says Magpuri. "From computers to cell phones,

even face to face conversation, information communication is all about conveying ideas clearly, effectively, efficiently, and in our case, with a layer of storytelling and entertainment.” The team at Falcon’s Treehouse believes that it’s that layer of storytelling and entertainment that will keep the information fresh and relevant in people’s minds.

When that level of storytelling is interwoven with cutting-edge innovations in exhibitry and guest interaction, the result is an experience unlike any other. Thanks to the creative thinkers at FTH, iSpace also effectively demonstrates the indelible influence science fiction has had on science and popular culture. Using science fiction as a conduit, this revolutionary design boosts visitors’ technological knowledge in a way that is fun and accessible while serving as the ideal proving ground for the future technologies of industry partners.

In addition to experimenting with the frontiers of modern technology, Falcon’s Treehouse is also currently under contract as the master planners for the Hong Kong’s Eco Park, San Diego’s Wild Animal Park and Destiny USA. Falcon’s Treehouse is also developing attractions and experiences for Lotte World and India’s Ramoji Film City.

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About Falcon’s Treehouse, LLC

Falcon’s Treehouse, LLC is a creative services firm specializing in creating immersive technology driven experiences designed to thrill and amaze today’s sophisticated audiences. Utilizing the most advanced technologies in design, turnkey management and production services, Falcon’s Treehouse is a leader in the entertainment and destination industries. Since its inception, Falcon’s Treehouse has generated a wide spectrum of work for high-profile clients like Disney, Universal, SeaWorld, Busch Gardens, Coca- Cola, OCT, Ramoji Film City, Zoological Society of San Diego, Space Center Houston, and Hard Rock. Cecil Magpuri, President of Falcon’s Treehouse, is perhaps best known for his innovative use of technology in such attractions as the award-winning *Curse of DarKastle* at Busch Gardens Williamsburg and as cocreator of *Twister* at Universal Studios in Orlando. Falcon’s Treehouse, LLC, headquartered in Orlando, Florida, has a website at www.falconstreehouse.com.

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