



## **For immediate release**

# **National Geographic Channel and Hang Lung Properties Premiere the First Ever Augmented Reality *T-Rex Revealed* Dinosaur Exhibition in Mainland China**

(Hong Kong, September 17, 2015) In a move away from traditional exhibitions, National Geographic Channel (NGC) has taken the bold step to dramatically enhance the audience experience by creating “*T-Rex Revealed – The Augmented Reality Experience*”. This is a dinosaur exhibition that uses in its entirety, cutting edge Augmented Reality (AR) technology to explode myths about the world’s most famous dinosaur, the *T-Rex*. Hang Lung Properties is honored to be the venue sponsor of this first ever exhibition in mainland China and is pleased to present this creative and immersive experience to the customers at six shopping malls, namely Grand Gateway 66 in Shanghai, Center 66 in Wuxi, Forum 66 in Shenyang, Parc 66 in Jinan, Olympia 66 in Dalian and Riverside 66 in Tianjin.

Blurring the line between what’s real and what’s computer generated, this unprecedented use of AR puts the audience right into the dinosaurs’ environment, as they explore and then debunk long-held beliefs about the most ferocious and feared dinosaur that ever lived. The exhibition will make its debut at Grand Gateway 66 in Shanghai on October 1, 2015.

Ms. Cora Yim, Senior Vice President, Head of Chinese Entertainment, Fox International Channels Asia said, “NGC is so excited to be presenting this totally new concept first in mainland China, before travelling it to the rest of the world. This reaffirms our commitment to involve and reach as many audiences as we can across the globe, as we continue to deliver and share the exceptional scientific and educational content that is National Geographic.”



Mr. Norman Chan, Director (Leasing & Sales) of Hang Lung Properties, commented, “We are happy to work with NGC to bring new experiences to our shoppers. Hang Lung is an advocate of value-added services that enrich the shopping experience via the latest technologies. We established the EST (Experience, Service and Technology) program last year, which strives to discover and deploy technology as a key facet of an outstanding mall experience, whether online or offline. We believe that this unique event will allow our customers to appreciate the most interesting facts about dinosaurs and enjoy great fun at our malls at the same time.”

In addition to the myth-busting AR stories, audiences will be able to interact “live” with dinosaurs through a special “Back to the Jurassic” experience, as well as attend the Dino Academy to learn everything you ever wanted to know about dinosaurs including studying two complete dinosaur skeleton replicas – a 8-meter long duckbill like *Edmontosaurus*, which was one of *T-Rex*’s favorite foods and a 6-meter long *Albertosaurus*, its tyrannosaur relative. *Albertosaurus* and *T-Rex* were some of the last dinosaurs to have ever lived before a catastrophic asteroid impact - along with massive long-term volcanic eruptions - caused their total extinction.

Special guided tours and educational activities conducted by the exhibition’s Dino Experts will also be available to the public, schools and students, while scientifically accurate dino toys can be purchased from the Dino Pop-Up Store.

*T-Rex Revealed* will be complemented on-air by a series of award-winning dinosaur documentaries that will be shown across mainland China on the Global Geographic block. These include *Dino Autopsy*, NGC’s blockbuster series that combines biology with paleontology to explore for the first time the guts and gore of the world’s first anatomically correct *T-Rex*.

The *T-Rex Revealed* exhibition tour will visit multiple cities in mainland China. For detailed exhibition schedule, please refer to the appendix.



More information and news can be found on: <http://www.natgeo.com.cn/dino> (coming soon).

### **About National Geographic Channels International**

National Geographic Channels International (NGCI) inspires viewers through its smart, innovative programming that questions what we know, how we view the world and what drives us forward. A business enterprise owned by National Geographic Ventures and FOX Entertainment Group, NGCI contributes to the National Geographic Society's commitment to exploration, conservation and education through its six channels: National Geographic Channel, National Geographic Channel HD, Nat Geo Wild, Nat Geo Wild HD, Nat Geo People and Nat Geo Mundo.

Globally, National Geographic Channel (including NGC U.S., which is a joint venture of NGV and Fox Cable Networks Group) is available in more than 440 million homes in 171 countries and 45 languages.

For more information, please visit [www.natgeotv.com](http://www.natgeotv.com)

### **About Hang Lung Properties**

Hang Lung Properties Limited, a constituent stock of the Hang Seng Index and Hang Seng Corporate Sustainability Indices in Hong Kong, is a leading real estate developer in Hong Kong and mainland China. Boasting a diversified portfolio of investment properties in Hong Kong, the Company has progressively branched out into the Mainland since the 1990s, building, owning and managing world-class commercial complexes in key cities, projects that have earned international acclaim for their exceptional quality of architectural design, services and sustainable features.

Riding on the immense success of its two landmark properties in Shanghai, Plaza 66 and Grand Gateway 66, the Company's footprint has expanded to Shenyang, Jinan, Wuxi,



Tianjin, Dalian, Kunming and Wuhan, with all the Mainland projects carrying the “66” brand. Subsequent to the grand openings of Parc 66 in Jinan, Palace 66 and Forum 66 in Shenyang, Center 66 in Wuxi and Riverside 66 in Tianjin over the past few years, Olympia 66, another world-class investment property in Dalian, will come into operation in the fourth quarter of 2015. As Hang Lung’s business continues to grow, the Company is set to develop into the most admired mega national commercial property enterprise in the market.

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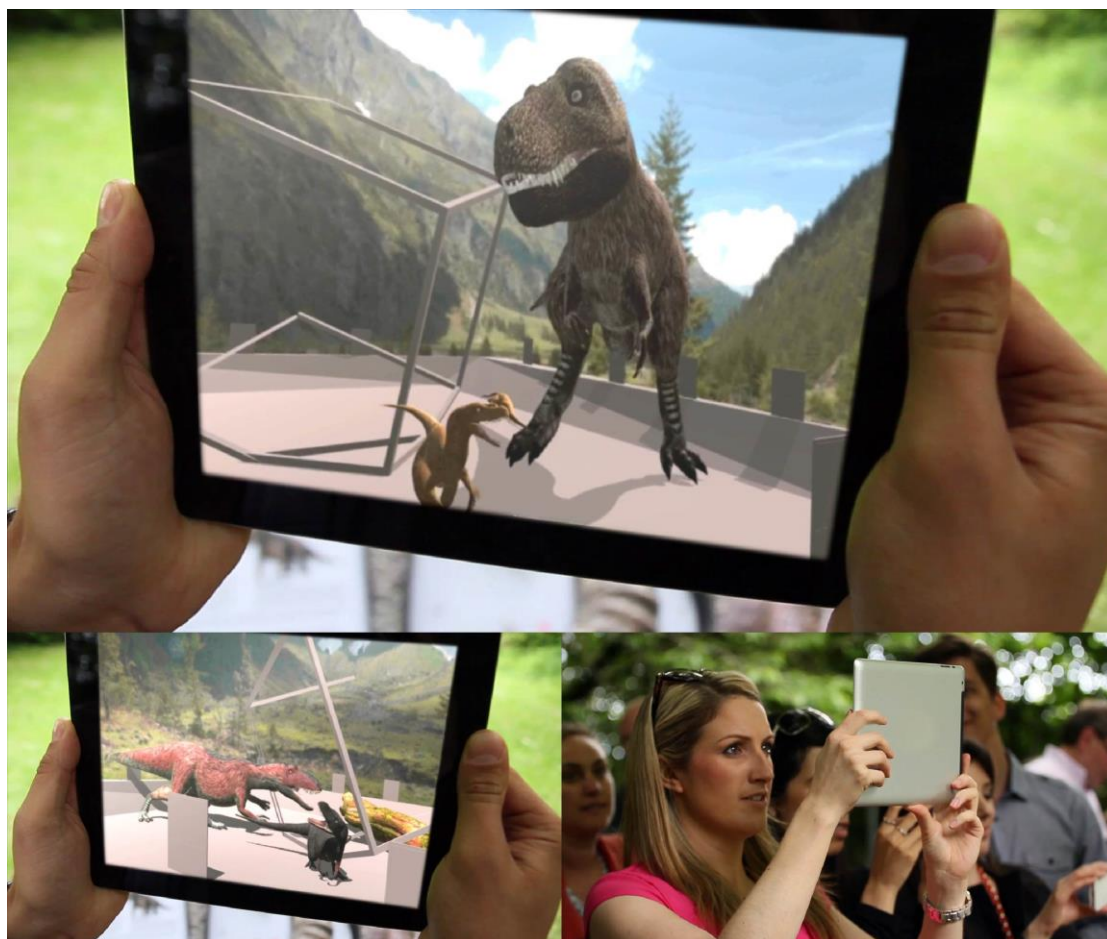
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**Photo Caption (1):**



*“T-Rex Revealed – The Augmented Reality Experience”* makes use of the latest Augmented Reality technology which puts the audience right into the dinosaurs’ environment. A totally immersive and interactive experience.



**Photo Caption (2):**



*“T-Rex Revealed – The Augmented Reality Experience”* allows audiences to explore and debunk long-held myths about the most ferocious and feared dinosaur of them all, *T-Rex*.



**Photo Caption (3):**



Official promotional visual highlighting how the exhibition will draw never-been-closer connection between human and dinosaurs through AR technology.

## Appendix:

### ***T-Rex Revealed – The Augmented Reality Experience***

2015 Exhibition Schedule	
October 1, 2015 – October 16, 2015	Grand Gateway 66 • Shanghai
October 20, 2015 – November 15, 2015	Center 66 • Wuxi
November 19, 2015 – December 7, 2015	Forum 66 • Shenyang
2016 Exhibition Schedule	
February 23, 2016 – March 21, 2016	Parc 66 • Jinan
March 25, 2016 – April 24, 2016	Olympia 66 • Dalian
April 28, 2016 – May 27, 2016	Riverside 66 • Tianjin

### ***“T-Rex Revealed – The Augmented Reality Experience” Teaser Video***

English version: [http://www.natgeo.com.cn/dino/video/dino\\_en.mp4](http://www.natgeo.com.cn/dino/video/dino_en.mp4)