

MEDIA ADVISORY

FOR IMMEDIATE RELEASE:

June 3, 1994

CONTACT: ALAN KLEIN (212) 674-1384

Pager: (800) 601-5483 (include area code & number)

Cellular Phone (8-11PM 6/3 & 7-9:45PM 6/4 ONLY): (212) 273-2133

WHO: HIGH-TECH LASER SHOW BEAMS AT&T *TRUEVOICE* TO NEW YORK CITY FOR AMERICAN MUSEUM OF NATURAL HISTORY'S 125TH ANNIVERSARY.

WHAT: Spectacular red, green and blue computer-animated, ultra-high-tech laser graphics are synchronized to an original music soundtrack and projected 4 stories tall. The culturally and historically diverse laser animation visually traces the evolution and power of human communication.

"The AT&T *TrueVoice* Laser Spectacular" will be performed Saturday, June 4, at the American Museum of Natural History's "Celebrate 125: The Rhythm of the World."

ENG Crews

Lasers provide great footage for bumpers, weather remotes or backdrops, intros and outros and quick news segments, and can be programmed to surround your ENG chopper (with advance notice).

Print Photographers

It is recommended that shots be taken with 200-1,000 ASA color film, shot between f-4 and f-8 at 1/2- to 4-second exposures.

WHERE: Brilliant Argon and Krypton lasers will be projected 4-stories high onto the Central Park West façade of the American Museum of Natural History at CPW between West 77th and West 81st Streets.

Best Camera Position

Laser One—the laser mobile (on the east side of Central Park West, opposite the staircase to the main entrance of the Museum).

Direct audio feed of music soundtrack is available from *Laser One*.

WHEN:

SPECIAL MEDIA PREVIEW

Tonight, Friday, June 3, from 9:00 PM - 11:30 PM.



LASER SHOW

Grand finale laser presentation on Saturday evening, June 4 at 8:45 PM.

SPONSOR: AT&T *TrueVoice*—a dramatic improvement in the sound quality of AT&T long-distance calls available free to AT&T customers in New York City and cities across the U.S.