

East Tennessee State University and General Shale Brick
Natural History Museum and Visitor Center at the Gray Fossil Site

Mailing: P.O. Box 9221, Gray, TN 37615 · Physical: 1212 Suncrest Drive, Gray, TN 37615
Email: info@grayfossilmuseum.org · Website: www.grayfossilmuseum.org · Phone: (423) 439-3659 · Fax: (423) 439-3658

November 27, 2011

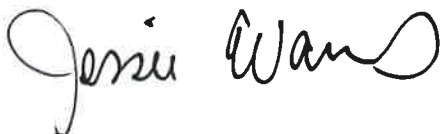
To Whom It May Concern,

The East Tennessee State University and General Shale Brick Natural History Museum at the Gray Fossil Site was honored to host "Be The Dinosaur", a state-of-the-art, world-class, computer simulation exhibit, bringing dinosaurs to life through virtual technology. For a new generation of museum visitor, (Gen X, Gen Y and beyond) the integration of computers in museum exhibits is not only preferred, it is expected... and "Be the Dinosaur" delivered in a big way! Eureka Exhibits has captured the essence of what it was like to be a dinosaur some 67 million years ago, allowing those old and young, alike, to fulfill their fantasies of stomping, roaring, and roaming through forests, streams, and hillsides with big horns, big feet, and big teeth.

Tech-savvy patrons found "Be the Dinosaur" to contain the highest quality graphic renditions of Cretaceous era Dinosaurs and seamless controls. Those well-versed in natural history found extremely realistic portrayals of dinosaurs eating, fighting, and joining the herd to gain advantages in their environments. Teachers were thrilled with the sheer volume of information presented in the rock information kiosks and by the eagerness of their students to find information that helped them survive in the simulated portion of the exhibit. Kids loved challenging their friends to see who could survive longer, frequently returning to this exhibit with their families again and again after seeing it on a school field trip. Even very young children were awed by the lifelike T-rex head sculpture and fossil casts and were able to enjoy a 'Jurassic Park-ish' jeep ride through the simulation. Senior patrons found that they, too, could 'be' a dinosaur after just a few minutes of sitting down in front of the intuitive controls (or a quick lesson from their grandchild)!

Eureka Exhibits made the installation and management of this exhibit an easy and pleasant experience. They provided an exhaustive media kit, containing hi-resolution simulation graphics and short videos, exhibit photographs, educator's guide, staff manual, and sample ad graphics for print and web. In an unforeseen power failure incident, Eureka proved easy to contact, provided prompt tech support, and sent replacement parts overnight.

"Be the Dinosaur" was a perfect fit for our museum's audience, supplying engaging interactive technology, a wealth of scientific information collected by reputable experts in the field of Paleontology, and an unforgettable learning experience. I highly recommend "Be the Dinosaur" and would undoubtedly host this exhibit or other Eureka exhibits again in the future.



Jessica R. Evans
Marketing and Exhibits Manager

East Tennessee State University
and General Shale Brick

**Natural History
Museum**

Visitor Center  Gray Fossil Site