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GIANT BEE AWAITS YOU AT S'PORE DISCOVERY CENTRE

Dreamworks' latest release "Bee Movie" to screen on large format
5-storey high giant screen

1 Selected Commercial movies are now released on a regular basis at S'pore Discovery Centre (SDC), which has been screening educational documentaries for the past 10 years. Screening commercial movies on a giant 5-storey high screen which is meant for large format movies, coupled with digital surround sound system gives audience a truly cinematic and sensory experience.

2 The move to screen selected commercial movies is meant to provide an additional form of entertainment to complete the experience of being in an "edutainment" centre. SDC aims to provide a wholesome appeal to families when they visit the centre. The latest release "Bee Movie" by Dreamworks Animation, is to be screened from today, the same day as regular cinemas.

3 Says Jordan Woo, General Manager of SDC, "We have started screening commercial movies since December last year and response has been encouraging. It is refreshing for visitors to know that they can watch commercial movies at educational attractions such as SDC. As expectations of visitors increase, such that they are no longer contented with just learning educational messages and seeing still exhibits when they visit, we need to find new ways of educating through entertainment. Of course, the movies to be screened here have to be carefully selected to ensure they tie in with our aim of being an 'edutainment' attraction."

4 The next movie in line is Walt Disney Pictures' "Enchanted". SDC is also exploring the possibility of screening blockbusters in 3D in future. SDC is now able to screen 2D and 3D digital movies after acquiring a new digital projector.

5 For more information, please contact Ms Lim Chui Kiang at 6668 0364/ 9792 5943 or chuikiang_lim@sdc.com.sg.