



Media Contacts:
Michael Wertheim – 240-461-7276
mwertheim@aboutsage.com
Kerry Lynn Bohem – 703-533-5556
kbohen@aboutbwf.com

FOR IMMEDIATE RELEASE

Augmented Reality and Museums, On Display at SXSW

Cortina Productions to Showcase the Possibilities of Augmented Reality in Museums at SXSW 2017

McLean, VA. February 21, 2017 – Cortina Productions will host multiple on-site prototype demonstrations to showcase the possibilities of Augmented Reality (AR) technology in museums. Working with existing exhibits at the Bullock Texas State History Museum and the LBJ Presidential Library during the 2017 SXSW Interactive Trade Show (March 12-15), Cortina Productions will deploy Microsoft HoloLens hologram headset technology to activate each museum and breathe life into artifacts from the past.

Highlighting the use of AR technology to enhance a visitor's experience at a specific location, each demonstration will use custom content tied to specific exhibits. Through the HoloLens, visitors at the Texas State History Museum will be able to see the recovered wreck of the ship *La Belle* restored once more to its former glory. Visitors will be able to wander around the bulk of the ship untethered, viewing the content as a holographic model of the ship rising up in actual scale matched to the hull.

Across town at the LBJ Presidential Library, as part of Cortina Productions' AR demonstrations, visitors will be able to interact in a new way with the Library's archival collection. Through the AR glasses, visitors will discover and select from multiple stories during Lyndon B. Johnson's time as the 36th President of the United States.

Cortina Productions is a full-service creative media design and production company that specializes in location-based multimedia experiences. Cortina Productions will showcase their work for museums, cultural institutions, and corporations at the 2017 SXSW Interactive Trade Show (March 12-15) in Booth 208. Content on display will include components of interactive classrooms, custom multi-user interactives, signature films, presentations on transparent monitors, and VR/AR.

Winner of 17 "MUSE Awards," 14 "CINE Golden Eagle Awards," six "THEA Awards" and five "EMMYs," Cortina Productions uses a holistic and collaborative design process to help craft media experiences in harmony with the physical space. Always staying at the forefront of technology to develop innovative avenues for expression, Cortina Productions aims to create inspirational "wow" moments. Cortina Productions' recent projects include the new National Museum of African American History and Culture, the San Francisco 49ers Museum, and the American Revolution Museum at Yorktown.

For additional information, please visit www.cortinaproductions.com.

Note to Media

To arrange for interviews and/or private demonstrations of Cortina Production's Interactive VR experience, please contact **Michael Wertheim** at mwertheim@aboutsage.com or 240-461-7276 or at kbohen@aboutbwf.com or 703-533-4823. For additional information, please visit www.cortinaproductions.com