



For Immediate Release

Marvel 'AVENGERS S.T.A.T.I.O.N.' Exhibition Will Be In Singapore Come October 2016!

The amazing and highly interactive exhibition will be showcased for the first time in Southeast Asia.

Singapore, 13 June 2016 – The world’s favourite superheroes will assemble at the Science Centre Singapore (SCS) this October, as part of the Marvel *AVENGERS S.T.A.T.I.O.N.* exhibition, to bring to visitors a once in a lifetime interactive experience.

AVENGERS S.T.A.T.I.O.N. (Scientific Training And Tactical Intelligence Operative Network), is proudly presented by Victory Hill Exhibitions (“VHE”), SCS and The Walt Disney Company Southeast Asia (“Disney”). The travelling immersive attraction, has made its way from New York, Seoul and Paris and will take visitors in Singapore on an immersive experience into the Marvel Cinematic Universe.

Featuring the Marvel characters Captain America, Thor, Hulk, Black Widow and Iron Man, the exhibition promises to take visitors on a sensory adventure deep into the world of these superheroes. Throughout the interactive experience, visitors will become recruits and interactively assemble an in-depth knowledge on each of the characters in order to become part of a combat support network for The Avengers team.

The entertaining and educational exhibition has been curated around S.T.E.M. (Science, Technology, Engineering, and Mathematics) in partnership with NASA, the Science & Entertainment Exchange (a program of the National Academy of Sciences), Neuroverse, JPL and Gamedesk.

Associate Professor Lim Tit Meng, Chief Executive of SCS said, “We are delighted to host the *Avengers S.T.A.T.I.O.N.* exhibition which boasts of the



latest technology and inspiring learning experiences. Visitors will have an opportunity to discover the role of STEM behind the science fiction superheroes. The experience will certainly stimulate our young people and make them realize that science is cool. They will also see the power of STEM in creating possibilities. We hope to unleash their potential in becoming engineers or scientists such that they can use the power to change the world and create their own future.”

"The purpose of this announcement is to invite potential partners from marketing and media, exhibitions, technology, finance, transport and logistics industries who can work with the Science Centre to drive the experience and bridge a connect between what is fiction and soon to be science reality, " he further added.

Mr Ron Tan, Executive Director of Cityneon as well as CEO & President of Victory Hill Exhibitions remarked: “We are very excited to partner with Singapore Science Centre to host Marvel’s AVENGERS S.T.A.T.I.O.N. in Singapore. The attraction has traveled successfully to different parts of the world and now premieres in Southeast Asia, calling Singapore Science Centre its home. I believe this immersive attraction, together with our experienced partner, will bring forth a unique experience to all, especially the avid Marvel fans!”

NASA, the Science & Entertainment Exchange (a program of the National Academy of Sciences), Neuroverse, and JPL and Gamedesk have helped to develop the content and educational programme of the exhibition.

More information on the exhibition will be revealed subsequently, as we prepare to host the world’s favourite superheroes this October.

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About Science Centre Singapore

Science Centre Singapore, a non-formal educational institution and leading regional Science Centre, along with its group of attractions, brings out the wonders of science, technology, engineering and mathematics through its unique blend of exhibitions, educational programmes and events. A custodian of creativity and innovation, Science Centre Singapore has captured the evolution of scientific developments for nearly four decades.

The Centre and its partners have played a pivotal role in transforming the way students and the public interact with and learn about science, technology, engineering and mathematics. Since 1977, the Centre has welcomed over 30 million visitors and inspired them with more than 1,000 exhibits spread across 14 exhibition galleries and outdoor exhibition spaces.



The Centre's group of attractions include Omni-Theatre, Snow City and KidsSTOP™. The Omni-Theatre is an immersive dual-technology edutainment destination fitted with Southeast Asia's largest seamless dome screen and featuring the latest and brightest 8k digital fulldome system in the world. Snow City is Singapore's only permanent indoor snow centre offering an Arctic inspired experience at Singapore's first ice gallery and snow chamber. KidsSTOP™ - Where every child gets to Imagine, Experience, Discover and Dream - is Singapore's first children's science centre offering an enriching experience through purposeful play for children aged 18 months to 8 years.

For more information, please visit www.science.edu.sg.

About Victory Hill Exhibitions Pte. Ltd.

Victory Hill Exhibitions is an exhibition Production and Distribution Company focused on delivering engaging, educational and immersive attractions for the global market. The company is the industry leader in creating and delivering innovative and captivating content for events, immersive attractions, interior architecture and experiential environmental spaces. With a focus on developing long term trusted and strategic relationships Victory Hill Exhibitions delivers some of the most renowned and critically acclaimed exhibitions to the museum and entertainment industries. Using the latest technological capabilities and storytelling techniques, Victory Hill delivers impressive, visually appealing, educational content, and entertainment enjoyed by visitors of all ages. Recently acquired by Singapore-listed Cityneon Holdings Ltd, Victory Hill Exhibitions is a 100% subsidiary of a mainboard company with the Singapore Stock Exchange. For more information, please visit www.victoryhillexhibitions.com.

About Cityneon Holdings Limited

Cityneon is a leading service provider of creative solutions in the area of Interior Architecture, Events, Exhibitions and all manner of Experiential Environment to global corporations, brands, businesses, government and international agencies worldwide. Creating unforgettable experiences through creativity, production quality, precise execution and delivery excellence. Cityneon has also developed very specialized expertise in the area of conceptualizing, designing and building of Museums, Galleries, Themed Parks and Attractions, including National Pavilions at World Expositions. Through immersive storytelling, using state-of-the art technologies, Cityneon creates breathtaking and emotionally stirring experiences. The Group's network across the world, together with our international partnerships, provides the company the opportunity to serve its clients globally. For more information, please visit www.cityneon.net

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