



THE EXHIBITION  
**INDIANA JONES**<sup>™</sup>  
and the  
ADVENTURE OF  
ARCHAEOLOGY

**Discovery Science Center Announces U.S. Premiere of Blockbuster Exhibit**

**National Geographic presents**  
***Indiana Jones<sup>™</sup> and the Adventure of Archaeology: The Exhibition***  
**The Expedition Begins October 12, 2012!**

SANTA ANA, CA – July 16, 2012 – For the past thirty years, audiences around the world have followed Indiana Jones on his quests for treasure, adventure, fortune and glory. And now, ***Indiana Jones<sup>™</sup> and the Adventure of Archaeology***, a redefined modern exhibition experience, is set to premiere in the United States at [Discovery Science Center](#) (DSC) in Santa Ana, California on October 12, 2012. This innovative exhibition, made possible by [Lucasfilm Ltd.](#), presented by the [National Geographic Society](#) and produced by Montreal's [X3 Productions](#), features an extensive collection of *Indiana Jones* film materials from the Lucasfilm Archives, along with photos and videos from the National Geographic Society and artifacts from the [Penn Museum](#).

"I am absolutely thrilled that we are hosting the U.S. premiere of ***Indiana Jones and the Adventure of Archaeology***," says **Joe Adams, President of Discovery Science Center**. "For three decades, the *Indiana Jones* films have entertained generations of audiences and have become a part of our Americana. This exhibition is a perfect fit for the Science Center, as it merges the science of archaeology and excitement of the films, into an engaging and dynamic learning experience for visitors of all ages."

***Indiana Jones and the Adventure of Archaeology*** transforms the museum experience into a multimedia and interactive adventure. Upon entering the exhibit, visitors will be immersed in the world of Indiana Jones, in an exhibit environment created with state-of-the-art technology and spanning over 10,000 square feet. Equipped with a personal video companion, visitors will embark on a quest to uncover the true origins of archaeological mysteries. **An original audio greeting recorded by Harrison Ford** – the world-renowned actor who brought Indy to life – welcomes visitors and invites them to begin their journey into the science of field archaeology. Charged with comprehensive educational content, photos and videos, the interactive hand-held device guides visitors on the "Indy Trail" and through the various archaeological zones. Visitors also have the ability to create their own adventure with an interactive quest.



*Indiana Jones and the Adventure of Archaeology* not only features a vast and exclusive collection of Indy props, models, concept art and costumes, it also presents a wealth of historical and cultural facts and objects. The internationally renowned University of Pennsylvania Museum of Archaeology and Anthropology, otherwise known as the Penn Museum, is providing a remarkable array of archaeological artifacts and educational material. The National Geographic Society, the exhibition's global presenting partner, also shares photos, videos and content from its impressive and historic archive.

"This exhibition is an exciting journey into the real world of archaeology," says **Dr. Fredrik Hiebert, National Geographic's Archaeology Fellow**. "This is the perfect opportunity to introduce audiences of all ages to this fascinating scientific field through the inspiration of these highly popular films."

*Indiana Jones and the Adventure of Archaeology* elucidates myths associated with relics like the Ark of the Covenant and the Holy Grail and explores mythical places such as Akator or Mayapore. The exhibition also sheds light on how archaeologists really work on projects and make scientific breakthroughs such as deciphering ancient scripts, finding lost cities, and discovering treasure in unexpected places.

Visitors may begin their adventure of archaeology by visiting [indianajonestheexhibition.com](http://indianajonestheexhibition.com). A portal into the exhibition, the website hosts information that will allow visitors to discover the past, investigate lost civilizations, attempt to solve archaeological mysteries and prepare their journey into the world of Indiana Jones.

### **A Team of Experts**

In order to create a new kind of museum experience, one that will engage, educate and entertain visitors in innovative ways, X3 Productions has not only put its creative expertise to work, it has also gathered a team of distinguished specialists. With their recognized knowledge in academic and field archaeology Drs. Michel Fortin and Fredrik Hiebert have helped to create and develop the exhibition's educational content. With a specialty in Near Eastern archaeology, Fortin is a Full Professor of Archaeology who has been teaching in the Department of History at Université Laval in Quebec City for nearly three decades. He has led numerous excavation teams in the Middle East and is a true ambassador to his profession. A world-renowned archaeologist and National Geographic Fellow, Hiebert is a field expert who has searched for human history in some of the world's most remote and exotic places. His experience in both North and South America and across Asia is ideal for this project.

### **Archaeology and Local Treasures**

*Indiana Jones™ and the Adventure of Archaeology* sets the wheels in motion not only to inspire, but most importantly to cultivate a lasting interest in archaeology. The world abounds with treasures, some of which can be found in our own backyard. The exhibition is designed in such a way that the last gallery is dedicated to local archaeology that has been found throughout Orange County.

### **Information and Ticket Sales**

*Indiana Jones and the Adventure of Archaeology: The Exhibition* will launch at Discovery Science Center from **October 12 through April 21, 2013**. Tickets will go on sale for just \$10 per person, in addition to Science Center admission, beginning **August 8, 2012**. For complete schedule and ticket information, visit Discovery Science Center's website at [www.discoverycube.org](http://www.discoverycube.org) or call (714) 542-2823. For information on the exhibit, visit [indianajonestheexhibition.com](http://indianajonestheexhibition.com).

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### **About Indiana Jones™**

2011 marked the thirtieth anniversary of Indiana Jones' first appearance on the silver screen. Since then, audiences around the world have been enraptured by his exploits and adventures. The popular film series – *Raiders of the Lost Ark*, *Indiana Jones and The Temple of Doom*, *Indiana Jones and The Last Crusade* and *Indiana Jones and the Kingdom of the Crystal Skull* – has garnered 14 Academy Awards® nominations and won seven Oscars. When the fourth film was released in 2008, it immediately reached the top of the box office as the number one movie in America. *INDIANA JONES: The Complete Adventures* arrives on Blu-ray™ September 18, 2012 for the first time, completely remastered, and including all four films, a “best of” collection of documentaries, featurettes and a few new surprises. The *Indiana Jones* films have become a part of film history themselves, and remain among the most popular films ever made – with record box office and merchandise sales and a strong fan base throughout the world. Boasting a charismatic hero with wide-spread appeal, the film series lends itself to an unprecedented exhibit opportunity by which museum visitors of all ages can be introduced to the history, tools, findings and principles of archaeology. For more information, visit [indianajones.com](http://indianajones.com).

### **About X3 Productions**

X3 Productions consists of three reputed Montreal-based creative companies who have joined forces and combined their extensive expertise in order to offer turnkey project solutions that reflect the challenges faced by museums around the world. Established as pioneers and major players in the field of exhibit design and production for over 50 years, gsmprjct° ([gsmprjct.com](http://gsmprjct.com)) is a collective of four integrated teams behind the creation of many exhibitions for a variety of world-class museums. As Canada's leading cultural organization, L'Équipe Spectra ([equipespectra.ca](http://equipespectra.ca)), is best known for its creation of world-class cultural projects reaching an educated clientele. Bleublancrouge ([bleublancrouge.ca](http://bleublancrouge.ca)) has been voted one of Canada's best creative agencies every year since 2008 by developing local, national and international integrated communications campaigns that have garnered worldwide acclaim. X3 Productions is committed to redefining the modern museum experience by developing and promoting interactive blockbuster touring museum exhibitions. With a focus on creating innovative concepts, gathering unique collections and developing content driven experiences, X3 aims to provide a new kind of museum experience, one that engages, educates and entertains visitors in innovative ways. For more information, visit [x3productions.ca](http://x3productions.ca).

### **About Lucasfilm Ltd.**

Lucasfilm Ltd. is one of the world's leading film and entertainment companies. Founded by George Lucas in 1971, it is a privately held, fully integrated entertainment company. In addition to its motion-picture and television production operations, the company's global activities include Industrial Light & Magic and Skywalker Sound, serving the digital needs of the entertainment industry for visual-effects and audio post-production; LucasArts, a leading developer and publisher of interactive entertainment software worldwide for video game console systems and PC; Lucas Licensing, which manages the global merchandising activities for Lucasfilm's entertainment properties; and Lucasfilm Animation, which is currently producing *Star Wars: The Clone Wars*, a CG-animated half-hour television series produced jointly with the latest addition to the Lucas family, Lucasfilm Singapore. Additionally, Lucas Online creates Internet-based content for Lucasfilm's entertainment properties and businesses. Lucasfilm's motion-picture productions include three of the 20 biggest box-office hits of all time and have received 19 Oscars and more than 60 Academy Award nominations. Lucasfilm's television projects have won 12 Emmy Awards. Lucasfilm Ltd. is headquartered in San Francisco, California.

### **About the National Geographic Society**

The National Geographic Society is one of the world's largest non-profit scientific and educational organizations. Since 1888, National Geographic has shared unforgettable stories and ground-breaking



discoveries with each new generation. National Geographic supports critical expeditions and scientific fieldwork, advances geography education, promotes natural and cultural conservation, and inspires audiences through vibrant exhibits and live events. National Geographic is one of the world's leading organizers of large-scale, travelling exhibitions. Since it launched "Tutankhamun and the Golden Age of the Pharaohs" in 2004, National Geographic has organized two more Egyptian-themed exhibitions, "Tutankhamun: The Golden King and the Great Pharaohs" and "Cleopatra: The Search for the Last Queen of Egypt." Other exhibitions National Geographic has organized include the four-city U.S. tour of "Afghanistan: Hidden Treasures from the National Museum, Kabul." In 2009, National Geographic travelling exhibitions were seen by more than 6 million visitors. For more information, visit [nationalgeographic.com](http://nationalgeographic.com).

### **About the Penn Museum**

The Penn Museum (the University of Pennsylvania Museum of Archaeology and Anthropology, located on the Penn campus in Philadelphia) is dedicated to the study and understanding of human history and diversity. Founded in 1887, Penn Museum has sent more than 400 archaeological and anthropological expeditions to all the inhabited continents of the world. The Museum's collection of nearly one million objects include world-renowned artifacts from ancient Egypt, Mesopotamia and the Mediterranean World, Asia, Africa, Polynesia and the Americas. With an active exhibition schedule and educational programming for children and adults, Penn Museum offers the public an opportunity to share in the ongoing discovery of humankind's collective heritage.

### **About Discovery Science Center**

Imaginations run wild with 120 hands-on exhibits at Discovery Science Center (DSC), Orange County's leading destination for hands-on science entertainment. Take the *Eco Challenge* and become a green superhero, feel the power of a real rocket engine launch and explore the inner workings of a two-story tall dinosaur! Plus, the Science Center's signature events don't just foster science education, but also provide entertainment for the whole family. From our annual *Bubblefest* and *Rocket Launch* to blockbuster traveling exhibits such as *Star Wars™: Where Science Meets Imagination*, there is always some new to experience. DSC is a non-profit organization dedicated to educating young minds, assisting teachers and increasing public understanding of science, math and technology through interactive exhibits and programs. It is a community-wide resource where families come together to learn and have fun and school districts can use as an educational resource. For further information, visit [www.discoverycube.org](http://www.discoverycube.org) or call (714) 542-2823.

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### **Source:**

X3 Productions – (514) 525-7732; [www.x3productions.ca](http://www.x3productions.ca)

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