



OKLAHOMA CITY NATIONAL MEMORIAL MUSEUM LAUNCHING AUGMENTED REALITY EXPERIENCE

The Oklahoma City National Memorial & Museum, is launching a leading edge Augmented Reality (AR) experience – powered by Google – as part of the *Called2Change* program for Oklahoma City 9th grade students. This technology provides students and teachers with an in-classroom experience that sets up their visit to the Memorial and Museum. Artifacts from the bombing of the Alfred P. Murrah Federal Building, integrated with digitally created content, photos and videos stories of family members, survivors and rescue workers, make this story authentic and relevant in today's world.

Using tablets, students interact with 3D buildings, videos, overlays and more, immersing them in the experience and bringing real world environments about the story into their classroom. Students encounter a wide variety of lessons in the 7 different modules including hope and healing, homegrown terrorism and forensics. Through this hands-on experience, all will be *Called2Change*, their life, their school and their world...for the better. Students have a deeper connection to the Memorial and Museum before they arrive for their visit.

"We are teaching a generation of students who didn't live this story but are impacted by it all their lives," said Kari Watkins, Executive Director, Oklahoma City National Memorial & Museum. "This AR interactive experience not only helps tell our story, but challenges curiosity and encourages critical thinking, allowing students to become more engaged in their own learning."

The devices, training and AR software development for the program was made possible by a \$75,000 grant funded through the Google, Inc. Charitable Giving Fund of the Tides Foundation.

"The Oklahoma City National Memorial and Museum is a shining example of the Oklahoma Standard and continues to demonstrate its commitment to using powerful, state-of-the-art technology to carry out their mission," said Andrew Silvestri, head of community affairs for Google in Oklahoma. "Google has called Oklahoma home for more than a decade and is honored to help champion a space and mission so vital to Oklahoma."

The AR launch took place Thursday at U.S. Grant High School, one of the schools that will visit the Memorial and Museum this school year. "In the last 3 years, more than 3,300 freshmen from OKCPS high schools have participated in *Called2Change*, visiting the Oklahoma City National Memorial & Museum to learn and remember the story of the Oklahoma City bombing, the resilience and hope that followed, and also how students can positively impact their life, school and community," said OKCPS Superintendent, Sean McDaniel. "This new augmented reality experience will capitalize on the technology to expand and enhance their learning, helping them to be fully engaged and ready to appreciate their experience at the Memorial and Museum when they arrive. OKCPS is so grateful for our continued partnership with the Oklahoma City National Memorial & Museum, for Google's support of this Augmented Reality project and for our friends at OG&E, ONE Gas and The Chickasaw Nation who cover the cost of admission and transportation for these trips. I have no doubt that exposure to opportunities like this have a life-long impact on our students."

The AR project was developed in partnership with Cortina Productions, out of McLean, Virginia. *Called2Change* brings every Oklahoma City 9th grade class to the Oklahoma City Memorial & Museum and the Inasmuch Uncover-Discover STEM Lab, free of charge courtesy of OG&E, ONE Gas, The Chickasaw Nation and Love's Travel Stops & Country Stores. Transportation of the AR tablets and modules to the high schools is provided by JPMorgan Chase & Co. The story of the bombing and Oklahoma's recovery is taught in Oklahoma history during the 9th grade and is a high school graduation requirement. During their visit to the Memorial & Museum, students learn the importance of remembering this story and discover how they can positively impact and strengthen their communities.

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