

MEDIA RELEASE

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**ULTRA HIGH-TECH LASER SHOW BEAMS
AT&T TRUE VOICESM TO NEW YORK CITY
STATE-OF-THE-ART TECHNOLOGY TOPS OFF
AMERICAN MUSEUM OF NATURAL HISTORY'S
125TH ANNIVERSARY CELEBRATION**

NEW YORK CITY — A free, spectacular laser light and sound show will highlight the introduction of AT&T *TrueVoice*SM technology to New York City with the grand finale laser performance at the American Museum of Natural History's free, day-long festival, "Celebrate 125: The Rhythm of the World," on Saturday, June 4, at 8:30 PM.

To celebrate the 125th anniversary of the Museum, the AT&T *TrueVoice* Laser Spectacular's state-of-the-art computerized laser systems will project thousands of brilliant, multicolored laser images, four-stories-tall, onto the Museum's façade. The AT&T *TrueVoice* Laser Spectacular, voted world's best laser show at the first-ever international laser competition, traces the evolution and power of human communication with vivid graphic images that depict activities and technologies from drumming and cave painting to digital satellite transmissions.

The *TrueVoice* laser imagery is synchronized with an original music soundtrack that is as culturally and historically diverse as the laser animation. It moves from bass, drums and guitars to digitally-sampled African drums, South American gourds and shakers, Japanese kodo, saxophone and guitar synthesizers. There is even a multilingual chant of the word "hello" from countries around the globe.

AT&T Bell Laboratories invented the laser back in 1958. Their latest technological breakthrough, *TrueVoice*, provides a dramatic improvement in the sound quality of AT&T long-distance calls placed from the U.S. Available automatically to all AT&T customers at no additional charge, AT&T *TrueVoice* boosts the lower or bass end of the sound spectrum of long-distance calls while raising their overall sound level.

The AT&T *TrueVoice* Laser Light Show will be projected—four-stories high—onto the American Museum of Natural History's Central Park West façade. The laser show will be presented at 8:30 PM.

Attention Media: Please call Alan Klein at (212) 674-1384 to arrange tours of *Laser One*—the laser-mobile, to surround your ENG chopper with brilliant laser light as part of your news package, or to create a specialized laser-light station or network logo for intros/outros, bumpers and weather B-roll (needs sufficient lead-time). On-camera interviews with the laser show's creator are also available.