

MEDIA ADVISORY

FOR IMMEDIATE RELEASE:
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LOOK, UP IN THE SKY... IT'S A (LASER) DINOSAUR

DINOSAURS SPOTTED ON NYC SKYSCRAPERS

WHO: AT&T *TrueVoice* Laser Spectacular's "Operation Lasersaurus" — TONIGHT!
Monday, May 23rd

WHAT: Larger-than-life laser dinosaurs are coming back... appearing over trees and buildings, at the speed of light. The giant reptiles will be projected onto the top of a skyscraper 200 feet wide by 40 feet high—700 feet in the air! Spectacular red, green and blue computer-animated, high-tech laser graphics make these looming lizards extra lively.

Not since King Kong stomped through Midtown has New York seen such excitement!

ENG Crews

Our trained laser dinosaurs will behave on cue for your crew and provide great footage for bumpers and weather B-roll. Operation Lasersaurus can be projected almost anywhere: "Reporter-sized" laser dinosaurs or station and network logos can be projected right onto your most adventurous reporter.

Print Photographers

It is recommended that shots be taken with 200-1,000 ASA color film, shot between f-4 and f-8 at 1/2- to 4-second exposures.

WHERE: Brilliant Argon and Krypton laser dinosaurs will be projected onto the top of the north façade of 9 West 57th Street.

Best Camera Position

Laser One—the laser mobile. (Enter Central Park at Central Park South and Avenue of the Americas. Go north on Center Drive; then take paved pathway down hill to the northern end of Wollman Rink to Laser One.)

WHEN: Operation Lasersaurus begins at Sundown Tonight, Monday, May 23. Laser dinosaurs on request until 11:30 PM.

WHY: To preview the exciting "AT&T *TrueVoice* Laser Spectacular" which will be the grand finale of the American Museum of Natural History's free, day-long festival "Celebrate 125: The Rhythm of the World," on Saturday, June 4.