IBM CENTENNIAL THINK EXHIBIT FACT SHEET

Located in the heart of New York City at Lincoln Center, on the corner of Broadway and W. 65th Street, IBM">IBM's THINK exhibit is a 7,500-square foot pop-up interactive experience developed for the company's Centennial celebration. It will be open to the public from September 23 - October 23, 2011; information on free tickets and hours of operation can be found at www.THINKexhibit.com.



IBM's THINK Exhibit LED visualization wall facing Broadway.

To see a video about the Exhibit, go here.

To view the IBM Centennial press kit: http://www.ibm.com/press/ibm100

More downloadable images on Flickr.

More downloadable images here.

The THINK exhibit explores the enormous potential of science and information technology to make the world work better. A massive street-level digital visualization wall streams real-time data from the area surrounding Lincoln Center, from traffic to air quality to water consumption. Inside the exhibit, visitors are immersed in a film and interactive experience across 40 oversized digital screens that display how technology can improve our daily lives and transform the way we live.

What you'll see:

Data visualization wall - Visitors approaching the exhibit are drawn in by striking visual patterns undulating across a 123-foot digital wall facing the intersection of Broadway and Columbus Avenue. The wall displays live data streaming from sensors situated around Lincoln Center. The visualization represents activity around the exhibit, from traffic on Broadway, to air quality and untapped solar energy. In addition, a handrail running opposite the wall presents stories about how data can be gathered and used to improve our daily lives.

Immersive film - Visitors entering the exhibit space experience an immersive "media field" composed of 40 seven-foot screens. People literally step into a 12-minute film that takes them through stories of progress, including space exploration, weather prediction and personalized medicine -- while a kaleidoscope of images and sound surround them. The film is designed to inspire visitors to think about how science and technology have made the world better - more livable, more efficient and more

sustainable. Visitors will see that while each advancement has been unique, most have followed a common path -- a distinct, repeatable pattern that will continue to inspire future progress.

Interactive experience - After the film, the 40 media panels become interactive touchscreens, turning the space into a forest of educational discovery. Through a self-guided tour, visitors can explore the various ways science and technology have changed the world as well as the tools and methods used to drive progress. The digital experience chronicles our quest to see more — from clocks and scales to microscopes and telescopes, to RFID chips and biomedical sensors in clothing, to breath-sensor diabetes detectors. It explains how maps have been used to track data, from early geographical maps to the most recent databases and data visualization platforms. Visitors can explore the "models" used to understand the complex behaviors of our world - from the Wright Brothers' plane prototype in 1903, to today's airline mechanical parts simulations.

Icons of Progress - In the span of a century, IBM has evolved from a small business that made clocks and scales to a global company that employees more than 400,000 people in 170 countries, and has a strong vision for the future. The final part of the exhibit is a gallery of IBM's top 100 milestones, including the personal computer, the first computerized airline reservation system, the magnetic stripe on credit cards, the computing power behind the Apollo space mission, and the patent that made laser surgery a reality. Through graphics and stories, the icons tell the story of big risks, lessons learned and discoveries that have transformed the way we work and live.

Free Mobile App

During the exhibit's run, IBM will offer a free mobile app, <u>AccessMyNYC</u>, the first app to aggregate information about New York City points of interest, transportation and walking routes – all geared to helping people with accessibility needs, including people with disabilities, seniors, and parents with young people in strollers. IBM, which has a long history of accessibility innovation, created the app to help people explore NYC –- from the IBM THINK exhibit, to restaurants, hotels, museums and other popular attractions. The app can be accessed via a browser from any iPhone, Android device, iPad, laptop or desktop computer.

Participate in the social conversation by including #THINK and #IBM100 in a tweet.

Registered journalists and bloggers can download b-roll about the Exhibit at http://www.thenewsmarket.com/thinkforumandexhibit

Slideshow of hi-res downloadable images: http://www.flickr.com/photos/21317126@N04/sets/

To learn more about IBM's Centennial, visit www.ibm100.com

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