



# CRITTERCAM

## A NATIONAL GEOGRAPHIC TRAVELING EXHIBITION

Where do emperor penguins find their food?

How do endangered leatherback turtles locate their mates?

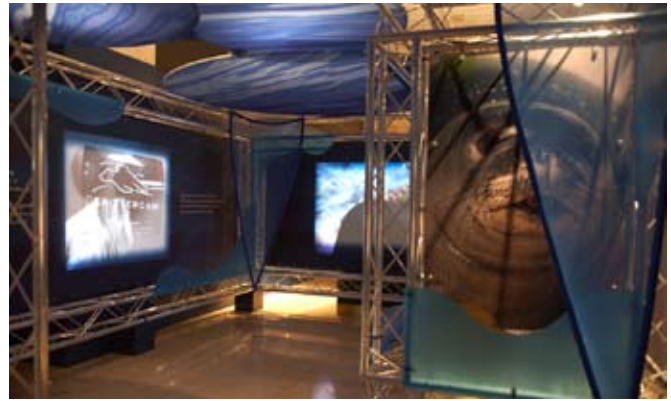
What do bears really do in the woods?

Crittercam explores these questions and others, highlighting the ongoing research of National Geographic Crittercam, a scientific video and data gathering tool safely worn by wild animals. With interactives, evocative environments, and mesmerizing firsthand footage, Crittercam invites visitors to see the world through animal eyes.

Based on more than 20 years of invention and research collaborations covering the globe, Crittercam offers new insights into animal behavior and provides clues about how to protect these creatures and the world we share.

This 6,000 square foot exhibition, developed by the National Geographic Museum begins its tour Spring 2008.

All photographs by Jeanne Modderman, National Geographic



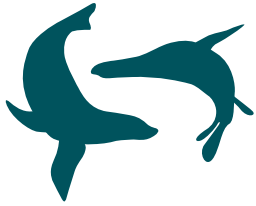
## Introductory Gallery

Upon entering the exhibition, visitors encounter a watery environment where seals swim on a series of screens. With narration from Greg Marshall, the inventor of Crittercam, these elements tell the story of the Hawaiian monk seal. Crittercam findings on where these endangered seals feed led to the protection of their true foraging grounds. Having learned about the important role Crittercam can play in conservation, visitors exit this walking theater to explore the many stories and animals that are part of the science and adventure of Crittercam.



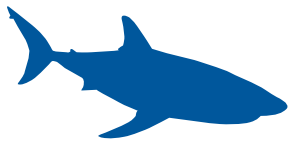
## Theater

Centrally located, this hexagonal shaped theater serves as a hub, anchoring the exhibition sections. From three different viewing stations, visitors can gaze at a series of monitors mounted on three walls. Each station offers visitors a different viewpoint and experience. Quotes and music create the theater's poetic tone while creatures romp and glide across screens and tropical and frozen landscapes roll by. Benches on the exterior allow visitors to relax and take in the sights and sounds of the exhibition.



## Seals & Sea Lions

Crittercam has been deployed on more seals and sea lions than any other species. In this section visitors can explore a series of stations illustrating how these animals hunt, care for young, and attract mates. Highlights include listening stations for comparing local and long distance seal communication and videos narrated by scientists, one studying leopard seals in Antarctica and the other Hawaiian monk seals.



## Sharks

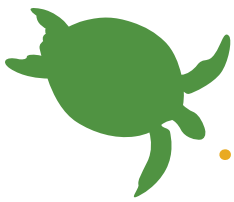
An 18-foot long great white shark model looms above this section where visitors can compare the hunting and migratory behaviors of several species of sharks. A large screen showcases a curious great white shark investigating several floating objects before giving chase to a seal. Visitors can also feel a fin clamp used to attach Crittercam to sharks and learn about other clever strategies scientists use for studying these magnificent animals.



## Penguins

At icy Penguin Ranch, the main research site of the Crittercam team in Antarctica, visitors can investigate penguins beneath the ice as they dive and fish. Peering into a reproduction of an observation tube reveals footage of penguins diving below the ice. Nearby, visitors can crawl through a tunnel and pop up in a bubble to see a penguin wearing a working Crittercam. A screen on the opposite side of the tunnel displays time-delayed footage from this penguin's perspective. Visitors can also learn about life on the ranch, from penguin personalities to chores and training sessions.





## Sea Turtles

A life-size leatherback turtle model and benches at the center of this section provide a vantage point for viewing footage taken by a female leatherback wearing a Crittercam. Visitors can also explore different foraging strategies, how sea turtles search for a mate, and how they avoid becoming a meal themselves.



## Whales

A loud feeding call and bubble columns welcome visitors to Whales. They can enter this chamber of bubbles to learn about humpback whale cooperative feeding behavior known as bubble net feeding. Surrounding features examine the behaviors of toothed whales of Hawaii, the mysterious narwhal, and the social sounds of sperm and blue whales.



## Land Animals

The terrestrial Crittercam is the newest technological development in the Crittercam program. One component of this section presents information about the trial and error process of developing this land-based technology, from deploying on a hungry urban housecat to partnering with animal rehabilitation centers. Visitors can consider the unique challenges of studying land animals, from the dense forest habitat of the Alaskan brown bear to getting Crittercam to pass the lion cub "chew toy" test.





## What is Crittercam?

Far more than a camera, Crittercam is a scientific tool that collects data on everything from sound and temperature to dive depth. Here visitors have a chance to explore the nuts and bolts of Crittercam. They can view early prototypes, examine what is inside, and learn how it works. At a table of interactives, visitors can touch a Crittercam model and various deployment methods including an adhesive patch, penguin harness, and suction cup. Little ones can try their hand at a Crittercam puzzle, while other visitors design their own Crittercams for field research with Build-a-Cam, a computer interactive.



## Critter Crew

Designed to showcase the broad scope of the Crittercam program, photographic portraits of the more than 60 species that have worn Crittercam line the walls of Critter Crew. Amid the stills, some of the light boxes spring to life. Ten small monitors spread throughout the display create this effect. Small labels provide basic information about the animal and how many Crittercam deployments have been completed for the species. At the center of this section, two computer kiosks feature an interactive Expedition Atlas giving details on deployments around the world.



# Exhibition Specifications



- Size requirements** ~ 5-6,000 square feet with a 13 foot minimum ceiling height
- Audience** ~ All ages with a focus on families
- Appropriate sites** ~ Science centers, aquariums, zoos, natural history museums
- Rental fee** ~ Please call for pricing  
(advance deposit required at time of booking)

## Rental fee includes:

- Three month exhibition rental
- Educational materials (educator packet, family guide)
- Marketing material (print advertisements, promotional images, press release)
- Films
- Discounted expert lecturers (optional)
- Discounted children's books for retail (optional)
- Installation and maintenance manuals
- Two technicians to direct loading, installation, and de-installation

## Host institution will provide:

- Pro-rated/inbound shipping costs
- Four technicians to assist loading, installation, and de-installation
- Crate storage (approx. 1,500 square feet)

For more information about booking the exhibition, please contact:

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nparsons@ngs.org

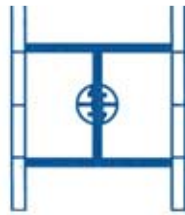
To view exhibition photographs, please visit <http://www.flickr.com/photos/natgeomuseum/>.

For more information about the science behind Crittercam and National Geographic's Remote Imaging Program, please visit [www.nationalgeographic.com/crittercam](http://www.nationalgeographic.com/crittercam).

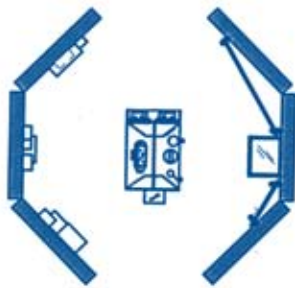
To view sample Crittercam footage, please visit <http://video.nationalgeographic.com> and search for "crittercam."



# Suggested Layout



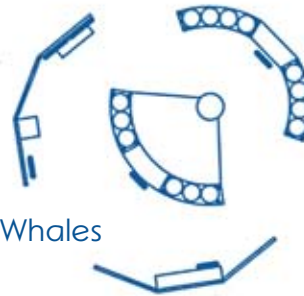
Critter Crew



What is Critter Cam?



Penguins



Whales



Sea Turtles



Theater



Sharks



Land Animals



Seals & Sea lions



Introductory Gallery