

## NEWS RELEASE

### FOR IMMEDIATE RELEASE:

**For more media information, interviews or images please contact:**

Amanda Fruci, Publicist; 416.586.5558; e-mail: amandaf@rom.on.ca

# Ultimate Dinosaurs Take Over the ROM

The biggest, strangest and newest dinosaurs discovered in South America, Africa and Madagascar



*Carnotaurus*  
Julius Csotonyi, Illustrator  
(c)2011 Royal Ontario Museum

**(Toronto, Ontario – January 31, 2012)** Forget about the dinosaurs that you know– prepare for a whole new breed of beast! Opening June 23, 2012, the Royal Ontario Museum (ROM) launches the world premiere of *Ultimate Dinosaurs: Giants from Gondwana*. This exhibition is presented by Raymond James Ltd., one of North America's leading full-service investment dealers. Some of the largest and most unusual dinosaurs to have ever roamed the planet will be on display until **January 6, 2013**. In this new exhibition curated, designed and produced by the ROM, these dinosaurs make their first stop in Toronto before embarking on an international tour.

Based on groundbreaking research from scientists around the world, this exhibition reveals bizarre, unusual looking dinosaurs virtually unknown to North Americans because they evolved in isolation in South America, Africa and Madagascar. *Ultimate Dinosaurs* features three cutting edge Augmented Reality (AR) experiences, used in creative ways to bring these specimens to life and illustrate the story of how a dynamic Earth with drifting continents affected the evolution of dinosaurs, from a Southern perspective. This scientifically rigorous, cutting-edge exhibition is supported by the strength of the Museum's in-house research and curatorial teams, led by Dr. David Evans, Associate Curator, Vertebrate Palaeontology in the department of Natural History at the ROM.

"We're very excited to present this ROM-produced world premiere, bringing spectacular dinosaur species that have never before been seen in Canada," said Janet Carding, ROM Director and CEO. "These species are the result of discoveries by some of the world's leading palaeontologists. The

expertise of the ROM's own curatorial team interprets these stories for everyone, and is pivotal to the exceptional quality of this exhibition."

"Raymond James is proud to partner with the ROM as the exhibition's presenting sponsor to help bring these giant southern dinosaurs to life in this one-of-a-kind exhibition," says Paul Allison, Chairman and Chief Executive Officer, Raymond James Ltd. "The ROM continues to break new ground in its efforts to enhance the cultural and educational experience for its guests, including the use of Augmented Reality in the exhibition. We are confident this exhibition will prove to be another fascinating and fun-filled adventure for dinosaur explorers of all ages."

### **Highlights of the Exhibition**

Surrounded by life-like environmental murals, the exhibition features real fossils, skeletons **and 17 full-scale skeletal casts**, many of which have never been seen before in Canada. ROM visitors will experience the world's first display of *Futalognkosaurus*, a giant long-necked sauropod, one of the biggest animals to have ever walked the earth stretching 110 ft. long and weighing as much as 10 elephants. Also on display for the first time in Canada are *Giganotosaurus*, possibly the largest land predator to have ever lived, as well as the crocodile-faced spinosaur *Suchomimus*, and horned meat-eater *Carnotaurus*, and many more.

### **Augmented Reality**

Visitors will come face-to-face with these bizarre creatures through the use of **Augmented Reality (AR)**, layering virtual experiences over real environments in the exhibition. This is the first time the ROM is using AR technology in an exhibition setting – bringing these giants to life and encouraging visitors to look at them from a new perspective. Visitors will experience a fearsome face-off between carnivores Giganotosaurus and T. rex, enhanced by AR iPad technology, where visitors can decide for themselves which one is the largest meat-eating dinosaur of all time, while learning about key differences between the northern and southern worlds in the twilight of the Age of Dinosaurs.

### **Exhibition Background**

*Ultimate Dinosaurs: Giants from Gondwana* tells the story of how continental drift affected the evolution of dinosaurs on the dynamic Earth during the Mesozoic, 250 – 65 million years ago. When dinosaurs first appeared 250 million years ago, the continents of the Earth were assembled into the giant supercontinent Pangaea. As Pangaea divided first into Laurasia in the north and Gondwana in the south, and later into the many continents of today, dinosaurs were passengers on these moving continents. An amazing diversity of dinosaurs evolved on each of these separate lands. Their imposed geographic isolation helped promote their evolution into an incredible array of bizarre forms that dominated wherever they lived.

***Ultimate Dinosaurs*** offers an unforgettable experience for all ages. Children will love the Dino Adventure Trail where they can follow in the footsteps of the palaeontologists who unearthed these strange creatures. Hands-on activities, including touchable bronze cats and interactive education pods, will put everything about Southern Dinosaurs at your fingertips. A wide range of dinosaur-inspired programming will accompany the exhibition.

## ***Ultimate Dinosaurs: Giants from Gondwana***

Presented by:

**RAYMOND JAMES®**

For more information on the exhibition, programming and ticket sales as it becomes available, visit [www.rom.on.ca/dinos](http://www.rom.on.ca/dinos).

- 30 -

The Royal Ontario Museum is an agency of the Government of Ontario. Opened in 1914, Canada's largest museum of natural history and world cultures has six million objects in its collections and galleries showcasing art, archaeology and natural science. For 24-hour information in English and French, please call 416.586.8000 or visit the ROM's web site at [www.rom.on.ca](http://www.rom.on.ca). Tickets to the ROM are available online at [www.rom.on.ca](http://www.rom.on.ca).