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FOR IMMEDIATE RELEASE

**Cortina Productions Offers Unique
Augmented Reality Media Demonstrations
At Bullock Texas State History Museum and LBJ Presidential Library**

***Company Deploys Immersive Museum Exhibits
With Interactive Technology in Conjunction with SXSW***

45-Minute Media Demonstrations Available with Round Trip Transportation

McLean, VA. March 1, 2017 – Through the use of Augmented Reality (AR) technology, Cortina Productions, a full-service creative media design and production company that specializes in location-based multimedia experiences, will host a pair of on-site demonstrations with existing exhibits at the Bullock Texas State History Museum and the Lyndon B. Johnson Presidential Library.

Members of the media are invited to join Cortina at the [LBJ Presidential Library](#) on Tuesday, March 14 from 10:30am-11:15am CST and at the [Bullock Texas State History Museum](#) on Wednesday, March 15 from 10:30am-11:15am CST. Cortina will provide round trip transportation to members of the press who RSVP, to and from each exhibit. Media are invited to attend either or both events.

“We are offering these demonstrations to the media, with round trip transportation, in the hopes that it will make it easier for them to leave the Austin Convention Center and return in short order to SXSW,” said Jim Cortina, Principal/Director of Development at Cortina Productions. “Augmented Reality is transforming the way we innovate and design, and the Microsoft HoloLens is reinventing the way we interact with otherwise inanimate objects.”

Through augmented reality applications, Cortina has designed 3D virtual overlays that are affixed atop pre-existing exhibits. When combined with a Microsoft HoloLens device, the result is an interactive educational demonstration that would otherwise be impossible. This technology will allow visitors to view the 300-ton, 54-foot long [shipwrecked](#) La Belle in its full-scale entirety, despite the fact that the existing hull of the ship constitutes the craft’s only excavated remains. Additionally, through similarly designed augmented reality applications, visitors to the LBJ Library can select, view and interact with parts of the museum’s vast historical collection.

Although Cortina is only hosting and providing transportation for two 45-minute sessions exclusively for members of the media, members of the public can also experience these interactive AR demonstrations during one of the times below:

Bullock Texas State History Museum:

Monday, March 13, 9am-12pm;
Tuesday, March 14, 1pm-4pm;
Wednesday, March 15, 9am-12pm

LBJ Presidential Library:

Monday, March 13, 1pm-4pm

Tuesday, March 14, 9am-12pm

Wednesday, March 15, 1pm-4pm

Members of the media are also welcome to attend any of those sessions on their own. For members of the press who are unable to join Cortina for their scheduled offsite demos, Cortina will showcase their VR/AR development and design capabilities during the SXSW Interactive Trade Show at the Austin Convention Center from Booth 208. The booth display will showcase a fully-immersive and highly-interactive VR shark cage experience.

For additional information, please visit www.cortinaproductions.com.

Note to Media

To sign up for the interactive AR experience, click on the respective link below:

[LBJ Presidential Library](#)

[Bullock Texas State History Museum](#)

To arrange for interviews and/or private demonstrations of Cortina Production's Interactive AR/VR experience, please contact **Michael Wertheim** at mwertheim@aboutsage.com or 240-461-7276 or at kbohen@aboutbwf.com or 703-533-4823. For additional information, please visit www.cortinaproductions.com