

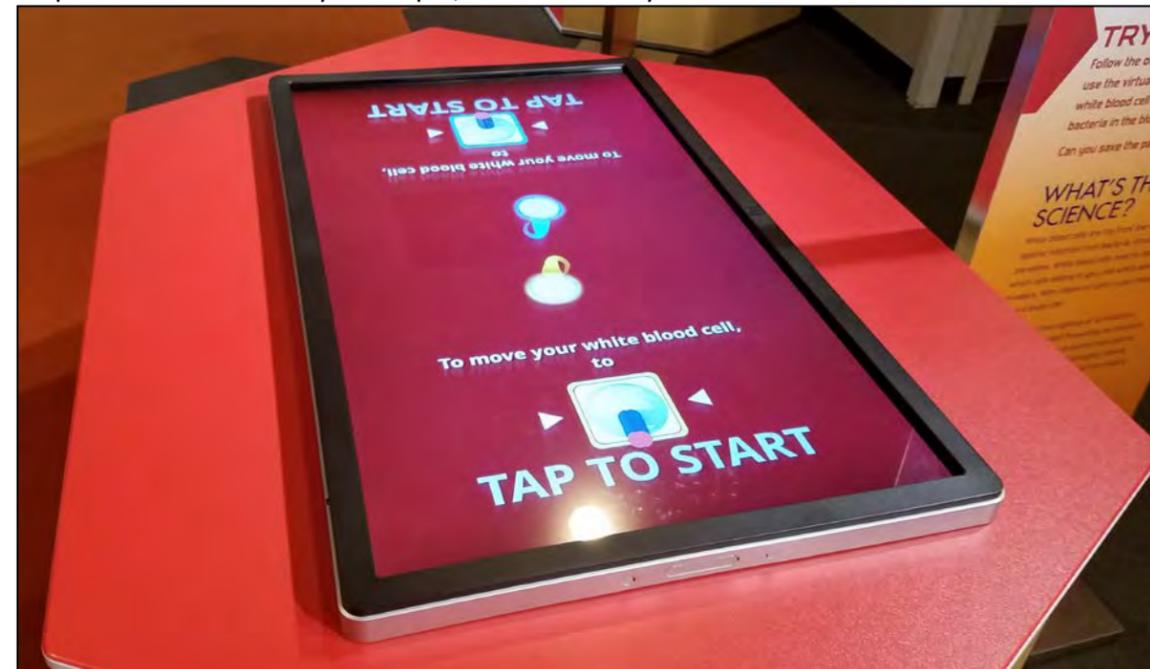
The Carnegie Science Center BodyWorks Exhibition & Traveling Exhibition

The Carnegie Science Center (Carnegie) is the most visited museum in Pittsburgh, with fully on hands-on and interactive learning. BodyWorks is the third facet of the BodyTech initiative, which allows visitors to interact hands-on and explore the different human systems. In addition to the permanent location at Carnegie, the BodyWorks exhibition travels to other institutions as a traveling exhibit. Carnegie commissioned Balance Studios to design and develop two gamified, edu-taining experiences that explore the human body in unique, interactive ways.

Blood Cell Game:

To answer the question – How Do My White Blood Cells Protect Me? – Balance created a gaming experience that takes visitors on a journey inside the body to battle with bacteria, with the goal of saving their patient's life. Visitors can select to play by themselves, or with another visitor, to collectively remove as much bacteria as possible before time runs out.

Using the on-screen joystick, visitors pilot their white blood cell around red blood cells, eating up the bacteria before the bacteria destroys the healthy red blood cells. As the visitor moves through each of the three levels, the bacteria grow larger and faster. Upon completion, visitors find out if they have cured their patient, if their patient is still sick, or if the bacteria won.



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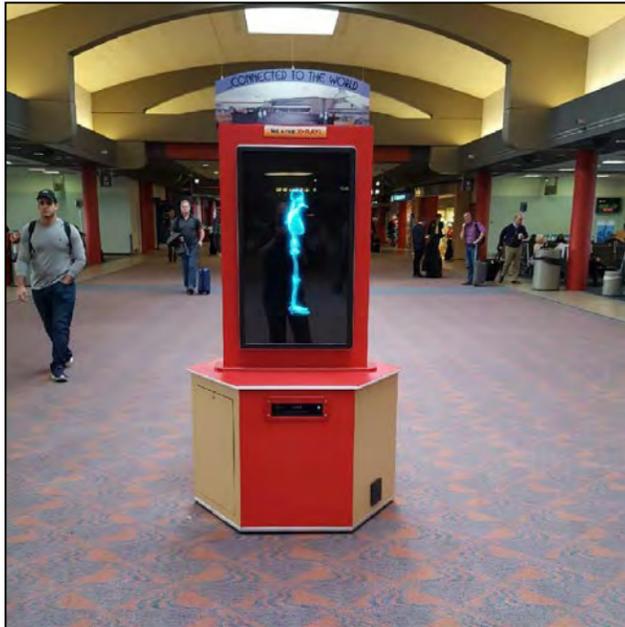


Interactive Skeleton Mirror:

Utilizing Balance's proprietary volumetric Augmented Reality platform, the ARena™, the Interactive Skeleton mirrors the visitor's movements. The ARena™ platform is a combination of Augmented Reality and sensory technology creating an immersive experience connecting the player and their on-screen AVATAR.

As a visitor approaches, the sensor camera detects which of the three skeletons to display based on their height. As the visitor moves, their on-screen skeleton AVATAR simultaneously moves, replacing the movements as large as raising your arm to small movements like twisting your wrist. Visitors thought the experience was so real, a sign had to be installed saying this interactive is not a real X-ray machine!

The Skeleton Mirror also has a home at the Pittsburgh International Airport, allowing passengers dance, wave, or do the cancan and watch "their" skeleton move while waiting for their next flight.



"To the Team at Balance Studios – It was great working with you! The digital interactives you produced are delighting our guests; it is great to see generations of families engaged around these exhibit elements. Your group was easy to work with, enthusiastic about the possibilities, and very good at documenting, staying in touch and on schedule. We will certainly look to Balance Studios for future collaboration!" ~ Dennis Bateman, Director of Exhibit Experience, Carnegie Science Center

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