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ELECTRICITY COMES TO LIFE IN AEEE PAVILION
AT LOUISIANA WORLD'S FAIR

NEW ORLEANS--The sights and sounds of electricity--the cornerstone of economic growth--will come to life at America's Electric Energy Exhibit (AEEE) pavilion, as the Louisiana World Exposition opens today.

Themed "Rivers of Electricity," the 13,000-square-foot pavilion houses major exhibits and lively entertainment, all designed to enhance the public's understanding of how electric power provides for a better standard of living, improves industrial efficiency and provides job opportunities.

"We are especially pleased that our pavilion's theme, 'Rivers of Electricity,' furthers the Exposition's theme, 'The World of Rivers: Fresh Water as a Source of Life.' At the same time, the pavilion dramatizes how electricity, from a variety of energy sources, is vital to a strong, expanding American economy," said Jack Wyatt, general manager of the AEEE pavilion.

The two-domed pavilion, located at a convenient site just inside the main pedestrian gate and next to the Centennial Plaza monorail stop, is expected to draw up to three million visitors, Wyatt added.

Visitors to the Exposition are led to the AEEE pavilion by a guide riding an electric-powered motorbike.

As visitors enter the pavilion's portico, they are greeted by an electric robot who will entertain and interact with the audience.

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A 110-foot-long "Electric Tunnel of Progress," housed in a 70-foot domed building, is the first stop for pavilion visitors. Here, the audience is magically transported from the pre-electric age through all the cultural and economic transformations made possible by electricity.

Visitors then are led into the Light Tube, following the brilliant path of neon tracer lights to see the present and future world of electrification. The neon light effects in the walls and overhead are activated by the visitors in the tube, intensifying as more people enter.

A series of computerized electronic games, positioned throughout a large exhibit area, depict how electricity impacts on our economy. Interactive exhibits quiz visitors who participate, and at the same time expand their awareness of electricity's critical applications in modern-day society.

Overhead a dramatic neon sculpture of power transmission grids--the centerpiece of the exhibit--portrays how "rivers of electricity" flow to all sectors of the economy.

A multi-projector, visitor-activated slide presentation, titled "The Spirit of Innovation," illustrates how research and development are helping to meet our future energy needs.

Also in the exhibit area, visitors will be entertained by a live demonstration which uses a game show format. The demonstration, called the "Load Demand Game," allows a pavilion visitor to become a utility power dispatcher for a few minutes and experience first hand the challenge of providing an adequate supply of electricity to meet the demand on the system.

Another exhibit in this area, manned by personnel from the American Nuclear Society, demonstrates radiation, safety and nuclear energy.

In the theater queueing area, visitors are entertained by a unique exhibit that combines the power of the computer and the laser video-disc to interact with participants as they make decisions about the different energy options available over the next 20 to 30 years. The game called the "Electric Town Meeting" allows up to 48 visitors to interact with a single computer and video hook-up at the same time.

Visitors can also see the pavilion's "central nervous system" at work in this area. Called "Homebrain," the system controls the lighting, displays, air conditioning and security for the entire pavilion.

A 90-foot domed building houses the pavilion theater, where a 12-minute motion picture, It's An Electric Life, entertains as many as 380 visitors at a time. Specially produced by an Emmy-award winning director, the musical dramatizes the vital role electricity plays in modern American Life. The movie, designed to appeal to people of every age, is shown every 20 minutes.

The AEEE pavilion is open from 10 a.m. to 10 p.m., seven days a week, through November 11, 1984.

AEEE is a non-profit corporation sponsored by a group of associations and businesses involved in the electric energy industry. Major participants in the corporation are Middle South Utilities, Gulf States Utilities, General Electric Company, Westinghouse Electric Corporation, Babcock & Wilcox, the Edison Electric Institute, U. S. Committee for Energy Awareness, Electric Power Research Institute, Ebasoc Services Incorporated, and about 100 other sponsors.