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THE BATTLE OF MIDWAY- A MUSEUM INTERPRETATION
Cleveland Company Produces Multimedia and Exhibit for San Diego Museum

(January 12, 2015, SAN DIEGO, CA / CLEVELAND, OH) On January 16, 2015, the USS *Midway* Museum in San Diego will open their biggest exhibit to date, *Battle of Midway: Six Minutes that Changed History*. And Impact Communications, an award-winning, Cleveland-based production company, partnered with the museum to bring this important exhibition to life.

Impact Communications was selected by USS *Midway* executives to develop the creative concept, as well as to design, produce, fabricate and install an exhibit about the history-altering battle that took place in June, 1942. Impact Communications brought a wealth of ideas to the table, which resulted in the largest exhibit this 35-year-old production company has produced and the cornerstone exhibit for the 10-year-old USS *Midway* Museum.

The exhibit experience begins from over 600 feet away in the hangar bay where visitors see two historic WW II aircraft suspended from the ceiling, a large Mural Wall Façade and a Blast Hole, all of which draw guests to the Battle of Midway Experience. The mural graphic is a historic image depicting a scene from the Battle of Midway. The Blast Hole is a fabricated metal depiction of the hull of the USS *Yorktown* that has just been blown out by an exploding torpedo. It appears that the interior of the ship is on fire, and guests will have the opportunity to go inside.

Upon approaching the exhibition, guests encounter three vertical display panels featuring video programs titled *Code Breakers*, *Order of Battle*, *Location of Midway* and *Heroes of Midway*. Inside the theater, guests will experience a movie with holographic technology, special audio, lighting and video effects – all pre-programmed through a central server that controls the timing and function of media and technology in the theater. Additionally, state-of-the-art glasses will be available in the theater, allowing hearing-impaired guests to see closed captions of the movie content. For a complete narrative description of the exhibit experience, please visit http://impactcommunications.com/media_kit.

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Impact's services include a wide range of production disciplines that were used to produce this 4,000 square foot exhibit space. Writing and research, technical direction and project management, graphic design, video editing and animating, exhibit design, fabrication and installation, technical programming and audio/visual installation...were all managed by the Impact team.

"We came to rely on the agency's [Impact Communications] extensive experience in many exhibit and theater facets, including multimedia, video, A/V, and all aspects of video content development," said USS *Midway* Museum president and CEO Mac McLaughlin. "Impact's professionalism and creativity proved critical to our museum's vision of creating what is now America's definitive Battle of Midway Experience."

The USS *Midway* Museum was ranked #7 by the TripAdvisor Travelers' Choice Awards in the Museum Category. It is one of the leading tourist destinations on the San Diego waterfront, attracting a broad range of visitors from around the world. The museum's vision is to become America's living symbol of freedom.

Impact Communications thrives behind-the-scenes, designing, fabricating and producing meetings, events, tradeshow and exhibit spaces. Having recently celebrated their 35th anniversary in 2014, the Impact team finds satisfaction in knowing that their work is enjoyed by the audiences of clients such as the USS *Midway* Museum, Rock and Roll Hall of Fame and Museum, Great Lakes Science Center, Kay Jewelers, Aspen Dental, American Greetings, Glidden Paints, NASA and so many more.

Visit <http://impactcommunications.com>.

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