

**FOR IMMEDIATE RELEASE**

## **President Obama Showcases the Magic Planet from Global Imagination During Major Education Initiative**

*Obama: The Magic Planet digital video globe is "an innovative and engaging way of teaching young people about our world"*

**Washington DC — November 23, 2009 —** Global Imagination® today announced that President Obama was supported by a Magic Planet digital video globe when he unveiled the administration's Educate to Innovate campaign, an initiative to encourage students to pursue science, technology, engineering and math (STEM). The Magic Planet, provided by NASA Goddard Space Flight Center, served as an example of innovative technology that can help students learn about global phenomena in an exciting and intuitive new way. NASA uses the Magic Planet extensively to help students and the public understand earth and space science as well as NASA's various missions.

The Magic Planet is being integrated into school curricula around the globe. For example, the Magic Planet has become part of the Chinese Ministry of Education's (MOE) recommended equipment standard for K-12 education. The ministry recently concluded that when global information — across science, geography, history and social science topics — is presented to students using the Magic Planet, student comprehension increased significantly.

In the U.S., the public can see the Magic Planet at numerous venues including the American Museum of Natural History, the National Aquarium, and the Smithsonian

Institution's Earth from Space exhibit. In addition, it's on display in various NASA and NOAA Centers.

### **About Global Imagination**

Global Imagination's mission is to change the way people see, understand and act upon global information. The company's flagship product is the Magic Planet digital video globe – a digital display with a sphere shaped screen. The Magic Planet is available with sphere sizes ranging from 16 inches to nearly 10 feet in diameter. There are numerous museum exhibits, lesson plans, and animations available for the Magic Planet within the Magic Planet Customer Community. In addition, there are a wide variety of tools to create content for the Magic Planet, ranging from tools for non-technical users such as students and teachers, through tools designed for professional media developers.

For more information about Global Imagination or the Magic Planet, visit <http://www.globalimagination.com>. For photos of the Magic Planet, visit <http://www.flickr.com/photos/magicplanet/>.

Global Imagination and Magic Planet are registered trademarks of Global Imagination

### **Press Contacts:**

Mike Foody, 408-866-6800, [mike@globalimagination.com](mailto:mike@globalimagination.com)

Marianne O'Connor, 408-395-5500, [moc@sterlingpr.com](mailto:moc@sterlingpr.com)

###