



## **PEROT MUSEUM OF NATURE AND SCIENCE TO PARTNER WITH ERICSSON TO BRING PREHISTORIC DALLAS MARINE REPTILE TO LIFE WITH LEADING-EDGE AUGMENTED TECHNOLOGY**

*Immersive, augmented-reality experience tells the story of when  
Dallas was underwater millions of years ago, shedding light on a mysterious, aquatic creature  
while exciting guests with STEM-based learning*

**DALLAS (Nov. 30, 2021)** – Knowing that children learn best through highly engaging and interactive educational tools, the Perot Museum of Nature and Science and Ericsson are joining forces to bring cutting-edge, augmented-reality (AR) technology to the Museum's *T. Boone Pickens Life Then and Now Hall* (aka, the "dinosaur hall"). Developed by Ericsson, the mobile-based immersive application will shed light on the Museum's prehistoric aquatic creature, fondly dubbed the *Dallasaurus* (an early member of the mosasaur group), empowering guests to be "Cretaceous code breakers" with a few quick clicks of their phone or device.

The Ericsson *Every Place Has A Story* (EPHAS) app is a unique new product that utilizes a wide range of media, including AR and video content, to bring the past to life while creating a highly engaging experience for users.

Many might be surprised to know that an amateur fossil finder in Dallas discovered the bones of the ancient animal, ultimately changing our picture of prehistoric life in North Texas. *Dallasaurus* provides a rare snapshot of life caught in transition, as a group of formerly land-living lizards first began to move back into the seas, evolving over just a few million years to become giant apex predators dominating the world's oceans.

"Here's your chance to see this fascinating marine reptile return to the seas of Dallas for the first time in 92 million years," said Dr. Linda Silver, Eugene McDermott Chief Executive Officer of the Perot Museum. "We want to spark 'ah-ha' moments that cultivate a lifelong love of STEM, and interactive activities like this bring the wonders of science to life."

In line with the Perot Museum's mission, Ericsson's platform will act as a catalyst for science learning. The goal is not just to provide information about the marine reptile but create an engaging experience that puts visitors in the shoes of paleontologists, piecing together the awe-inspiring story behind the mysterious early mosasaur.

The partnership with Ericsson, a global leader in ICT services and solutions with its North American headquarters in Plano, Texas, is an initiative that aligns with the Perot Museum's focus to inspire the next generation of STEM leaders and the critical role both organizations play in advancing learning.

"Immersive learning experiences created using technologies like augmented reality open up an amazing world of experiential learning, allowing students to feel the thrill of scientific discovery and inspire them in ways we have never been able to before," said Bhushan Joshi, Head of Sustainability & Corporate Responsibility for Ericsson North America.

"As the Perot Museum nears its 10<sup>th</sup> anniversary, we are so grateful to collaborate with Ericsson – a global leader in telecommunications and pioneer in STEM innovation," added Silver.

The experience is expected to launch in spring 2022. More details will be announced at a later date.

The Perot Museum is located at 2201 N. Field Street in Dallas, Texas. For parking information and other details, visit [perotmuseum.org](http://perotmuseum.org) or call 214-428-5555.

**NOTE: To obtain the news release, Perot Museum fact sheet, photos and more, please go to [perotmuseum.org/press](http://perotmuseum.org/press).**

###

**About the Perot Museum of Nature and Science.** A top cultural attraction in Dallas/Fort Worth and a Michelin Green Guide three-star destination, the Perot Museum of Nature and Science is a nonprofit educational organization located in the heart of Dallas, Texas. With a mission to inspire minds through nature and science, the Perot Museum delivers exciting, engaging and innovative visitor and outreach experiences through its education, exhibition, and research and collections programming for children, students, teachers, families and life-long learners. A trusted science resource for all of North Texas, the Museum is committed to preparing the next generation of STEM workers by supporting K-12 schools and educators through highly accessible programs. The 180,000-square-foot facility in Victory Park opened in December 2012 and is now recognized as the symbolic gateway to the Dallas Arts District. Future scientists, mathematicians and engineers will find inspiration and enlightenment through 11 permanent exhibit halls on five floors of public space; a children's museum; a flexible-space, traveling exhibition hall; and a theater. Designed by 2005 Pritzker Architecture Prize Laureate Thom Mayne and his firm Morphosis Architects, the Victory Park museum has been lauded for its artistry and sustainability. To learn more, please visit [perotmuseum.org](http://perotmuseum.org).

**MEDIA CONTACTS:**

**Becky Mayad**  
214-352-1881 work  
214-697-7745 cell  
[becky@mayadpr.com](mailto:becky@mayadpr.com)

**Taylor Mayad**  
214-435-7756 cell  
[taylor@mayadpr.com](mailto:taylor@mayadpr.com)