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Images available at
www.wiredtowinthemovie.com

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***Wired to Win: Surviving the Tour de France* Rolls into
the California Science Center IMAX Theater June 29, 2007**

Los Angeles – Have you ever wondered what goes on inside the brains of elite cyclists as they navigate the narrow, twisting turns, high-speed descents and grueling hills of the world’s most famous cycling race, the Tour de France? *Wired to Win: Surviving the Tour de France* brings the thrill of cycling’s premiere race and the wonder of the human brain to the California Science Center IMAX Theater June 29, 2007.

The film is produced by the nonprofit Partners HealthCare System, funded in part by a grant from the National Science Foundation, sponsored by Ortho-McNeil Neurologics, Inc. and distributed globally by National Geographic Giant Screen Film Distribution.

Wired to Win tells the true story of two riders, Australian Baden Cooke and French teammate Jimmy Casper, as they compete in the grueling 3,400-km (2,112-mile), three week long Tour de France. The film follows Cooke, Casper and other elite cyclists over the towering peaks of the Alps, through the villages of Provence and onto the cobblestone streets of Paris, as they try to avoid danger, deny crushing pain and fatigue, control their emotions, seize fleeting moments of opportunity and, ultimately, stay motivated to win the race. Through the race, the film shows how the brain allows the cyclist to integrate an enormous amount of information and execute a plan that will ultimately beat the competition.

With unmatched access to the centennial Tour de France, spectacular computer-generated and medical imagery, and an extraordinary team of scientists, filmmakers and educators, *Wired to Win* explores the intensity of the Tour de France to present an engaging and striking new portrait of the human brain—how it works and the intimate connection between brain function and everyday life.

The filmmaking team relied heavily upon an impressive group of scientists and external advisers, which included neuroscientists, psychiatrists and neuroanatomists to clearly and accurately depict the role of the brain during the grueling competition. The scientists worked closely with the film team, explaining how the brain interacts with the body, which parts of the brain are involved in each of its functions, and how best to illustrate what brain activity looks like.

Although the Tour de France has been filmed before in smaller formats, the logistical complexity of following this fast-moving event made it especially difficult to capture on 70 mm film. For years, other large-format filmmakers have attempted to film the world's largest annual sporting event for giant-screen format, but none, until now, has been successful.

The *Wired to Win* team employed a crew of more than 50 people, used four cameras, and invested in elaborate research and development prior to the start of the race. Multiple vehicles and gyroscopic mounts were tested, including a redesigned BMW motorcycle equipped with a Libra Head to maintain the stability of the IMAX® camera. The camera itself was then operated remotely from a helicopter—something never before attempted. Other pivotal scenes were shot from 60-foot cranes positioned along the route.

Elaborate computer-animation sequences created through the innovative use of film and digital and medical imaging technology seamlessly integrate the Tour de France with the latest in neuroscience. Full-screen aerial shots easily transition into high-resolution computer graphics, transporting audiences from the excitement of the race into the inner recesses of the brain's most complex structures. Images were created by nWave Digital, a Brussels-based worldwide leader in large-format, high resolution computer graphics.

An added bonus for movie-goers who want to explore the subject further is the Science Center's World of Life gallery exhibit, Brains on Parade. Guests can see and compare the human brain to that of an insect, bullfrog, octopus and steer and learn that all brains perform the same function regardless of size.

Film schedule as of June 29, 2007:

Wired to Win: Surviving the Tour de France – 11:30 am, 2:30, & 4:30 pm

Dinosaurs Alive! 3D – 10:30 am, 1:30 & 3:30 pm

Deep Sea 3D – 12:30, with an additional show Saturday & Sunday at 5:30 pm

About the California Science Center

The California Science Center is a public/private partnership with the following mission: "We aspire to stimulate curiosity and inspire science learning in everyone by creating fun, memorable experiences, because we value science as an indispensable tool for understanding our world, accessibility and inclusiveness, and enriching people's lives."

The Science Center and IMAX Theater are located in historic Exposition Park, Los Angeles. Open daily from 10am to 5pm except Thanksgiving, Christmas and New Year's Day. Admission to Science Center exhibits is free. IMAX tickets vary from \$8.00 for adults to \$4.75 for children 4-12. For recorded information on show times, phone (213) 744-7400. Tickets are available at the Box Office or online at www.californiasciencecenter.org. For advance IMAX ticket purchases, group rates, or to make reservations for any visiting group of 15+ (*required*), call (213) 744-2019. Parking is available in the guest lot at Figueroa and 39th/Coliseum Street at \$6 per car. Both the Science Center and IMAX Theater are wheelchair accessible. ***Proceeds from the IMAX Theater support California Science Center exhibits and education programs.***