



RMG Networks creates new interactive experience for Kennedy Space Center Visitor Complex 'Step. Power. Launch.'

DALLAS-- (03/07/19) --RMG Networks ("RMG"), global leader in technology-driven visual communications, announces their latest venture with Kennedy Space Center Visitor Complex to concept and build a new interactive experience partnering with Georgia Tech Research Institute to power virtual rocket launches on 30-foot LED towers. The Step. Power. Launch experience is now open to park guests.

Step. Power. Launch. demonstrates that it takes a team to launch a rocket. As guests step on the piezoelectric tiles, they will generate energy to "launch a rocket" on the nearby tower displays. (Reference: [Kennedy Space Center Visitor Complex Blog Step. Power. Launch.](#)) Those towers are RMG's two 30-foot MAX LED displays powering a series of custom content that interacts with guests at various energy levels.



Step. Power. Launch. experience featuring RMG's 30-ft LED display towers.

“In partnership with Kennedy Space Center Visitor Complex and Georgia Tech Research Institute, Step. Power. Launch. was perhaps one of the most exciting guest experiences to which we’ve had the pleasure of contributing” says Jerry Rosen, RMG’s chief revenue officer. “RMG helped concept and design an exciting new interactive experience that invites guest to step on interactive tiles, collecting energy to create a virtual “rocket launch” displayed on our 30’ LED screens using real footage from previous launches.”



It takes a team to launch a rocket at Kennedy Space Center Visitor Complex.

“They (RMG) continue to help us create fantastic guest experiences” said Therrin Protze, chief operating officer of Kennedy Space Center Visitor Complex. “They share our vision and bring that vision to life through their creativity and technology.”

About RMG Networks

RMG goes beyond traditional communications to help businesses increase productivity, efficiency and engagement through digital messaging. By combining best-in-class software, hardware, business applications and services, RMG offers a single point of accountability for integrated data visualization and real-time performance management. The company is headquartered in Dallas, Texas, with additional offices worldwide. For more information, visit www.rmgnetworks.com.

About Kennedy Space Center Visitor Complex

Kennedy Space Center Visitor Complex brings to life the epic story of the U.S. space program, offering a full day or more of fun, inspiration and educational activities. This includes the Apollo/Saturn V Center, which features an actual Saturn V Moon rocket, and is currently being upgraded and expanded in celebration of the 50th anniversary of the Apollo 11 launch and Moon landing. Also included with admission are Heroes & Legends, featuring the U.S. Astronaut Hall of Fame®, presented by Boeing, the Kennedy Space Center Bus Tour, Space Shuttle Atlantis®, Shuttle Launch Experience®, IMAX® A Beautiful Planet 3D and Journey To Space 3D films, Astronaut Encounter, Journey To Mars: Explorers Wanted, Science on a Sphere®, and the Rocket Garden. Add-on experiences available for an additional fee include the new Astronaut Training Experience® Exploring with Lockheed Martin, Cosmic Quest, Dine With an Astronaut and special interest bus tours. Only 45 minutes from Orlando, Fla., Kennedy Space Center Visitor Complex opens daily at 9 a.m. with closing times varying by season. Admission is \$57 + tax for adults and \$47 + tax for children ages 3 – 11. Kennedy Space Center Visitor Complex offers annual passes starting at \$82 + tax for adults and \$67 + tax for children ages 3 – 11. For more information, call 877-313-2610 or visit www.KennedySpaceCenter.com.

Contact: Jerry Rosen
jerry.rosen@rmgnetworks.com
972.744.3952

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