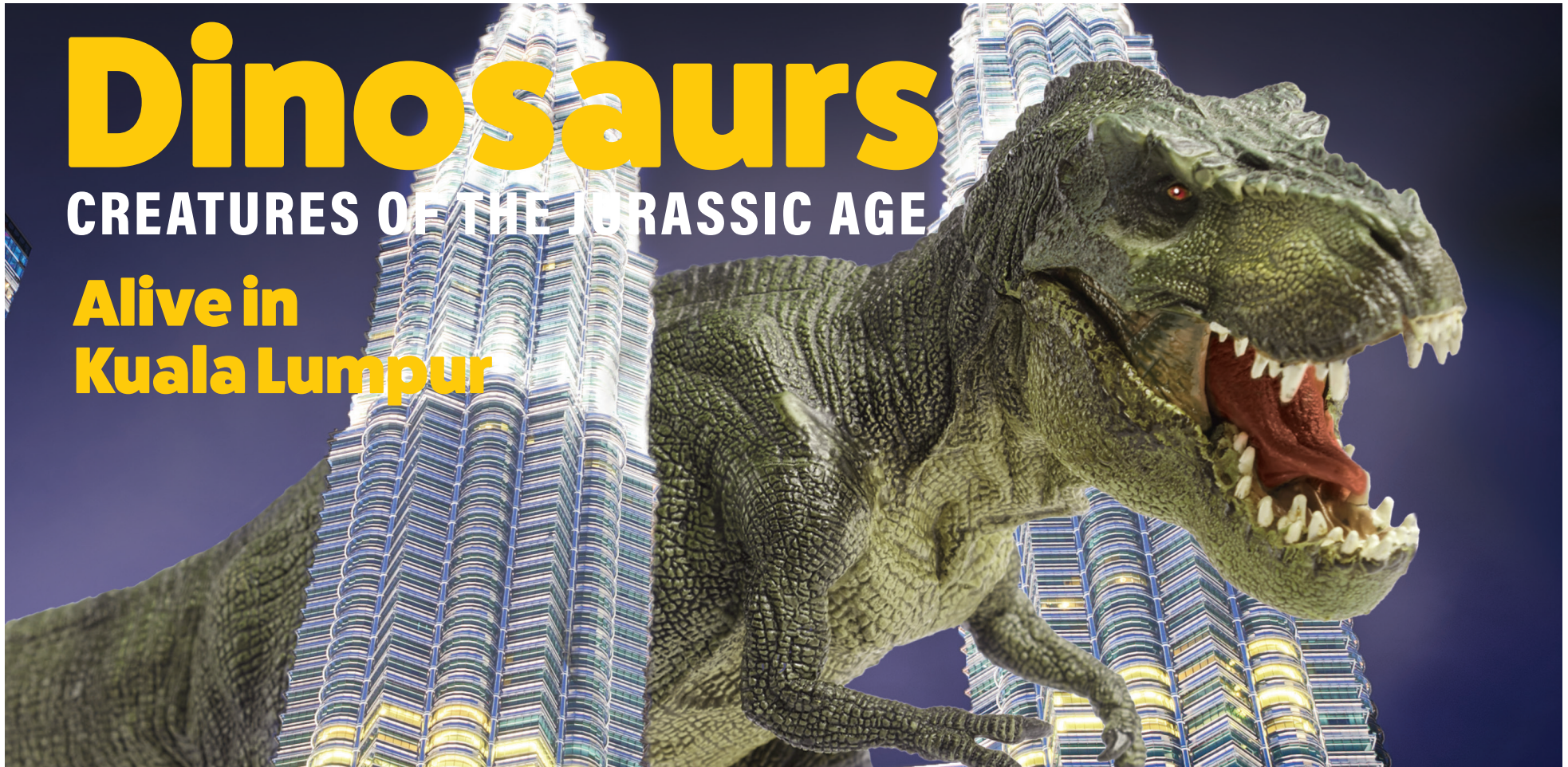


Dinosaurs

CREATURES OF THE JURASSIC AGE

Alive in
Kuala Lumpur



Background Information



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Introduction

The appeal of dinosaurs and the curiosity surrounding prehistoric creatures continues unabated worldwide. Feature films, video, arena shows, merchandise and exhibitions are sustaining wonderment for audiences of all ages and cultures.

Dinosaurs Creatures of the Jurassic Age, Alive in Kuala Lumpur, brings an internationally successful, walk-through pop-up theme park to Kuala Lumpur.

This amazing attraction brings pre-history to life in an informative, interactive, entertaining and educational exhibition filled with children's activities and family fun.

Historical Background

Dinosaurs lived between 250 and 65 million years ago, in a time known as the Mesozoic Era. This was many millions of years before the first modern human beings appeared.

Scientists divide the Mesozoic Era into three: Triassic, Jurassic and Cretaceous periods. During this time, the earth's landmass gradually split, from one huge continent into smaller ones. The associated changes in climate and vegetation affected how dinosaurs evolved. Each of the three periods in the Mesozoic Era were distinctively different climatically, different in vegetation and in its dinosaur population.

People have been finding dinosaur fossils for thousands of years. The Greeks and Romans may have found fossils, giving rise to many legends. There are references to "dragon" bones found in China over 2,000 years ago; these were probably dinosaur fossils.

In 1676, a huge thighbone was found in England. It was thought that the bone belonged to a "giant," but was doubtless from a dinosaur.



Detailed Timeline

Triassic Period

(250 - 200 million years ago)

All continents were part of a single landmass called Pangaea during the Triassic period. This meant that there weren't many differences between the animals or plants found in different areas. The climate was relatively hot and dry, and much of the land was covered with large deserts. Unlike today, there were no polar ice caps.

It was in this environment that the reptiles first evolved. Reptiles tend to flourish in hot climates because their skin is less porous than mammal skin, for example, so it loses less water in the heat. Reptile kidneys are also better at conserving water. Towards the end of the Triassic period, a series of earthquakes and volcanic eruptions caused Pangaea to slowly begin to break into two. This was the birth of the Atlantic Ocean.

Jurassic Period

(200 - 145 million years ago)

At the end of the Triassic period there was a mass extinction, the causes of which are still hotly debated. Many large land animals were wiped out, but the dinosaurs survived, giving them the opportunity to evolve into a wide variety of forms and increase in number.

The single landmass, Pangaea, split creating Laurasia in the north and Gondwana in the south. Despite this separation, similarities in the fossil records show that there were land bridges between the two continents.

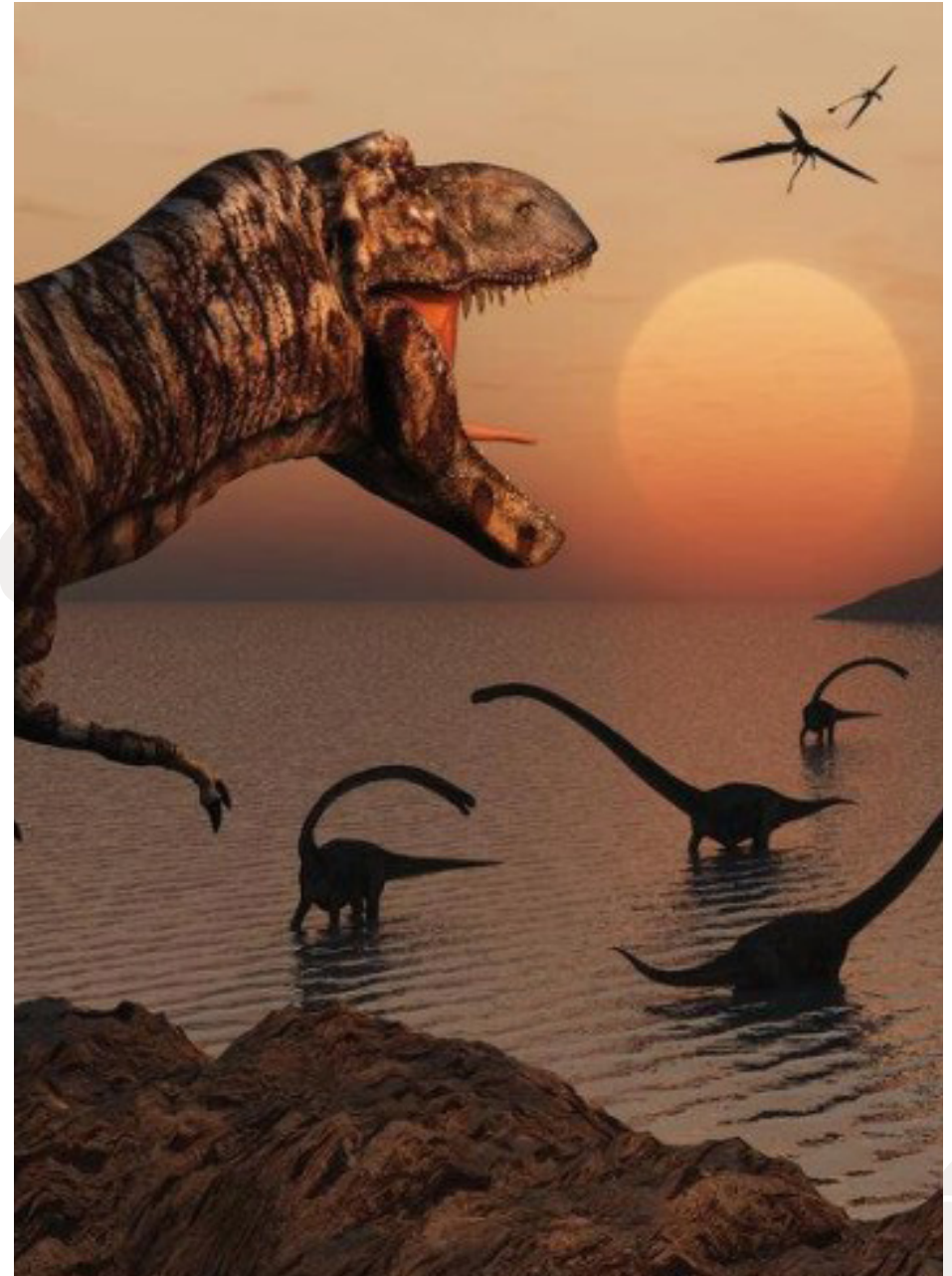
Temperatures fell slightly, although it was still warmer than today due to higher amounts of carbon dioxide in the atmosphere. Rainfall increased as a result of the large seas appearing between the landmasses. These changes allowed plants such as ferns to grow over huge areas. Some of this vegetation became the fossil fuels that we mine today. Elsewhere there were forests of tall conifer trees such as sequoias.

The plentiful plant supply allowed the huge plant-eating sauropods – such as Apatosaurus, Diplodocus and Brachiosaurus – to evolve. These are the largest animals to have ever walked the earth. By the end of the Jurassic period their herds dominated the landscape.

Cretaceous Period **(145 - 65 million years ago)**

During the Cretaceous period the land separated further into some of the continents we know today, although in different positions. This meant that dinosaurs evolved independently in different parts of the world, becoming more diverse.

Other groups of organisms also diversified. The first snakes evolved during this time, as well as the first flowering plants. Various insect groups appeared, including bees, which helped increase the spread of flowering plants. And the mammal group now included tree-climbers, ground-dwellers and even predators of small dinosaurs.



Dinosaurs in Malaysia

In February 2014, National University of Malaysia (UKM) announced that their field team had found fossilized dinosaur teeth in the rural interior of Pahang. This was the first known discovery of dinosaur remains in Malaysia.

A specialist in reptile paleontology identified one of the teeth as belonging to a spinosaurid, a carnivorous fish-eating dinosaur.

Subsequently, scientists have found several fragments of teeth and bone along with fossilized footprints on the Gagau Plateau in Kelantan. Fossil flora of the early Cretaceous period has also been recorded at several locations in Terengganu, Pahang and Johor.

Sedimentary rocks, dating to the late Jurassic and early Cretaceous periods, found widely in mountainous areas of Peninsular Malaysia, suggests there is significant potential for future discoveries.





Concept

Dinosaurs, Alive in Kuala Lumpur is more than an exhibition. It is a fun and immersive experience under a massive, air-conditioned Big Top. It is arranged into a number of discovery, experiential, interactive, entertainment and refreshment zones.

The exhibition gives educational context and fascinating narrative to the period spanning almost 200 million years when dinosaurs roamed the earth.

Specifically, Dinosaurs, Alive in Kuala Lumpur brings the age of dinosaurs to life in an ancient, Jurassic-themed forest. This immersive environment is populated with moving, animatronic dinosaurs. The exhibition incorporates over 40 life-size, primordial creatures with life-like reptilian skin. They roar, breathe and stomp just like living dinosaurs.

Guests explore this prehistoric world and are amazed and thrilled as the greatest creatures ever to walk the earth come alive before their very eyes. They marvel at

the colossal size, up-close and personal, face-to-face with the most infamous prehistoric animals, including the fearsome Tyrannosaurus Rex.

Children can also play the role of paleontologist and are provided with special outfits before chipping away to unearth their very own fossils.

There is dinosaur art, craft, fossil displays, video documentary, merchandise, themed food, beverages and other activities.

Dinosaurs, Alive in Kuala Lumpur is also a popular attraction for tour groups, corporate and incentive groups as well as schools and colleges. It is both an educational exhibition and a fun entertainment experience that captivates young and old alike.

Show Times

Dinosaurs Alive in Kuala Lumpur opens on Friday 14 July 2017 for a six-month season.

Planned operating hours are from 10am to 10pm, seven days a week.

Capacity

The number of guests at any one time will be restricted to ensure a quality entertainment experience is maintained.

Exhibition Venue

Dinosaurs Alive in Kuala Lumpur is self-contained under a massive, air-conditioned Big Top. It has a footprint of over 2,200 square metres.

Food and beverage experiences are available.



Ticketing

Adult: RM75

Adult MyKad: RM50

Child (3 - 12 years): RM45

Child MyKad (3 - 12 years): RM30

Child Under 3 years: Free

Seniors (Over 60 years): RM50

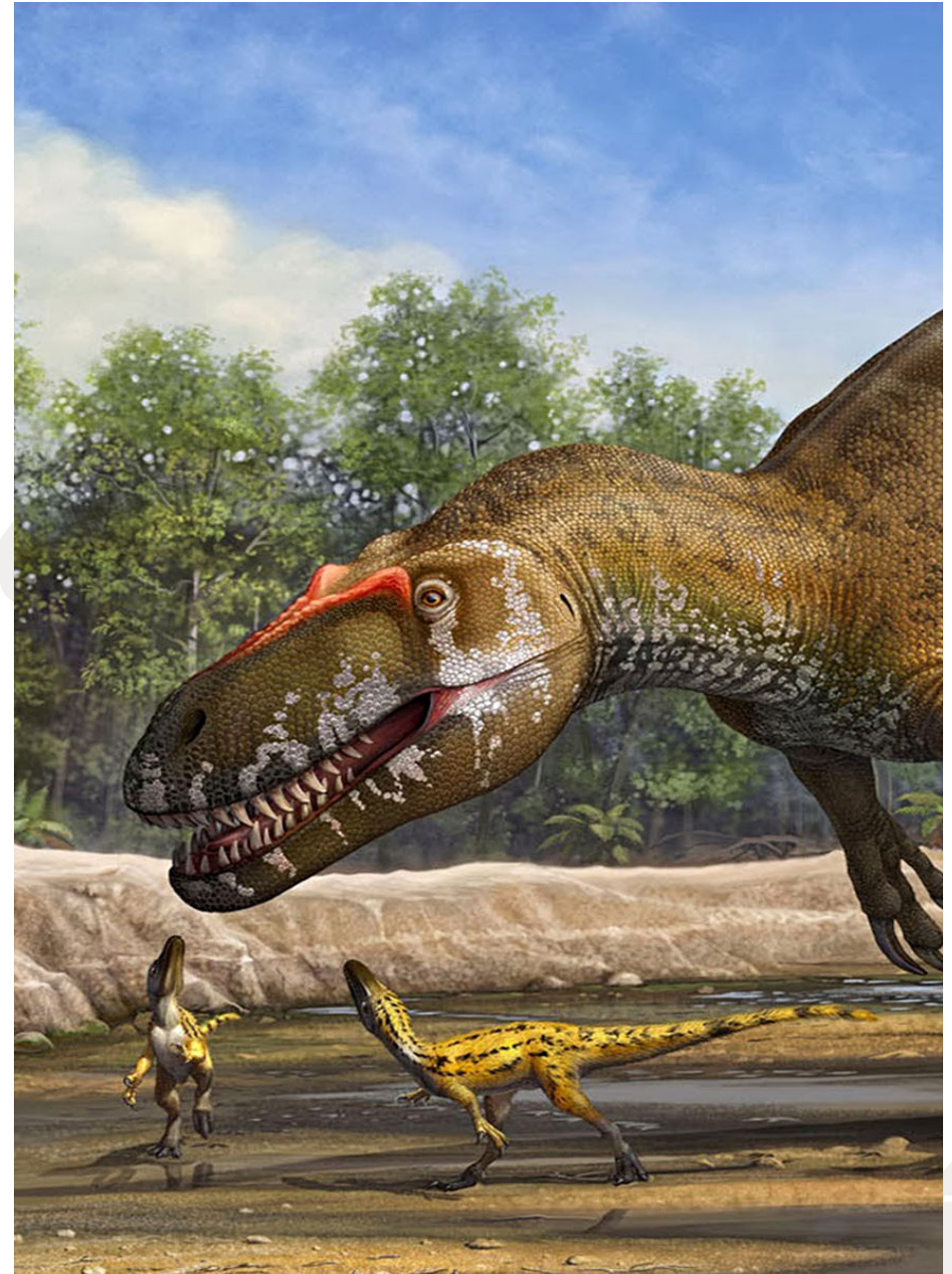
Seniors MyKad (Over 60 years): RM40

Special Needs: RM25

Groups (10 or more): 10% Discount

School Groups (20 or more): RM25

Packages and bookings are also available for Private and Corporate Events, Social Groups, VIPs and Special Functions by prior arrangement. Some activities may incur extra charges.





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