

6<sup>th</sup> September 2012

## James May takes a 4D flight at RAF Museum

**Popular TV Presenter James May took a flight in a WW1 tri plane and battled in a thrilling mid-air combat yesterday, when he took a ride in the RAF Museum Cosford's exciting new 4D Experience. James was joined on the ride by three lucky competition winners along with their friends and family as they took their seats on board the Museum's latest exhibit.**

Visitors at Cosford were excited to catch a glimpse of the well-known celebrity as he officially unveiled the new exhibit and James was only too happy to sign autographs and pose for photos. After trying out the new ride, James spent some time viewing the restoration work taking place in the Museum's Conservation Centre before viewing the other aircraft on display, including his own 1:1 scale Airfix Spitfire model. When asked what he thought of the new ride, James said:

*"It was great to be back at the RAF Museum. The new 4D Experience is actually quite good, I often think 3D and simulators are a bit gimmicky but this is the best I've seen – Einstein would have approved!"*

Last month, the Museum launched a free competition for three winners to become VIP's for the day and have the opportunity to meet with James before joining him on a ride in the 4D Experience. Yesterday the winners spent private time with James in the morning, before being treated to a two course lunch and guided tours of the Museum in the afternoon. When asked what they thought of the whole experience the winners replied:

Jayden Wilkins aged 9 from Dawley:

*"James May was a very nice guy and I really liked meeting him. The 4D ride was very exciting, much better than 3D at the cinema. Both rides were really good and I especially liked the 'Dog Fight – Red Baron' one. It was funny getting sprayed with the water and smoke."*

Katy Chisnall aged 30 from Newport:

*"Really enjoyable day, wonderful experience meeting James May, such a nice friendly down to earth guy. The 4D ride was such a great experience, loved the 'Fly me to the Moon' one, especially landing on the moon – reminded me of Neil Armstrong. Both 4D rides were exceptional especially with the special effects getting wet through, followed by a delicious lunch."*

Tom Cambridge, aged 14 from Oswestry:

*"I really enjoyed meeting James May, as he was really friendly and very interested in what everybody had to say. The 4D ride was very good the one I preferred was the 'Dog Fight-Red Baron' ride but the 'Fly me to the Moon' was very good also."*

Visitors at the Museum can now experience the two 4D rides available 'Fly me to the Moon' and 'Dog Fight - Red Baron' and be transported directly into each story as they become a member on board the Apollo 11 space shuttle mission to the moon with a whimsical twist involving three tweenage flies; or a World War One fighter pilot taking to the skies in an exhilarating mid-air battle. This purpose built theatre combines cutting-edge stereoscopic 3D computer animation with the added fourth dimension of dynamic seating and special environmental effects including seat movements, water spray, leg ticklers and smoke effects.

The 4D Experience has been brought to the Museum by Simworx, acknowledged as one of the world leaders in the supply of 4D Effects Cinema's and Motion Simulation Attractions for the entertainment, education and corporate markets, worldwide.

Simworx Managing Director Terry Monkton said:

*"We're delighted to continue our relationship with the RAF Museum with this new installation at Cosford, following the 4D installed at the RAF Museum London last year. We are sure visitors will be really impressed with the new attraction."*

Boarding passes for each ride cost just £4.00 per person with a discounted 4D saver ticket costing £12, which entitles up to four people to a ride. Entry to the Royal Air Force Museum Cosford is FREE of charge. The museum is open daily from 10am to 6pm with last admission at 5.00 pm. For further details about the Museum or the 4D Experience films please visit [www.rafmuseum.org](http://www.rafmuseum.org) or call 01902 376200.

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#### **Notes to Editors:**

- Tickets can be purchased on arrival in the Visitor Centre, at the Museum Shop or in the Test Flight hangar where the 4D Experience is located. Children under the age of six should be accompanied by an adult.
- The fourth dimension includes: Seat movements, water spray, leg ticklers and smoke effects.
- Royal Air Force Museum Cosford, Shifnal, Shropshire, TF11 8UP
- Open daily from 10am
- Admission to the Royal Air Force Museum is free of charge.
- RAF Museum Cosford images & logo available at:  
<http://www.rafmuseum.org.uk/research/media-vault.aspx>
- For further information and all media enquiries please contact Michelle Morgans on 01902 376 212 or email [michelle.morgans@rafmuseum.org](mailto:michelle.morgans@rafmuseum.org)
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