

IBM inaugure son exposition THINK à Epcot

IBM THINK crée une expérience éducative originale dans les salles de classe grâce à des plans de cours gratuits et des applications mobiles

Paris - 20 févr. 2013:

Dans le cadre de la célébration de la [Semaine Nationale des Ingénieurs](#) (U.S.), IBM a dévoilé THINK, un projet en partenariat avec les professeurs et les élèves des lycées de la ville d'Orlando. [IBM THINK](#) est une expérience nouvelle se présentant sous la forme d'une exposition interactive de 613m² au musée [Innoventions West](#) (Epcot) du Walt Disney World Resort (Floride). L'expérience THINK d'IBM explore la manière dont la technologie et l'innovation transforme nos styles de vie et façons de travailler.

Pour entretenir l'enchantement des visiteurs après l'exposition et encourager d'autres personnes à la découvrir, IBM a également mis à disposition des professeurs de collèges et lycées des [plans de cours](#) gratuits de sciences, technologie, ingénierie et mathématiques ainsi qu'une application pour des tablettes de type [iPad](#) et [Android](#) 10 pouces. Ces plans de cours permettront aux enseignants d'utiliser le contenu de l'exposition IBM THINK pour aider les élèves à comprendre les processus d'innovation tandis que l'application THINK illustrera de manière plus vivante ces cours.

*« Les leçons THINK fournissent un moyen attrayant pour permettre aux élèves d'apprendre des concepts de sciences, technologie, ingénierie et mathématiques dans un contexte réel, » a déclaré **Danielle Miller, professeur d'astronomie et de sciences physiques à l'University High School de Floride.** « L'application THINK et ces cours ont permis à mes élèves de visualiser les processus d'innovation d'une façon inédite. THINK a aidé mes élèves à devenir scientifiques. »*

L'exposition THINK offre aux visiteurs une combinaison d'expériences uniques. Ces expériences comprennent par exemple un mur tactile interactif de 12 mètres illustrant la fluctuation des données de notre quotidien au travers de visualisations colorées d'informations telles que le trafic, l'énergie solaire ou la qualité de l'air.

IBM met également à disposition des consoles de jeu, un film inspirant sur les manières de rendre le monde meilleur ainsi qu'une visite autoguidée et interactive. L'exposition montre comment le progrès est rendu possible grâce une association entre les humains et la technologie, et la manière ciblée dont les humains ont approché les processus d'innovation.

*« Au cours du siècle dernier, IBM a joué un rôle clé pour rendre le monde meilleur, » a déclaré **Lee Green, Vice-Président de l'Expérience de Marque et du Design Stratégique chez IBM.** « L'exposition THINK se compose d'histoires et d'expériences enrichissantes qui attirent les visiteurs d'Epcot du monde entier. »*

La nouvelle exposition est basée sur l'exposition éphémère IBM THINK 2011 au Lincoln Center de New-York qui avait été développé pour le centenaire de la compagnie.

IBM THINK Exhibit Opens at INNOVENTIONS at Epcot

Exciting Educational Experience Extends Into Classrooms with Free Lesson Plans and Mobile Apps

LAKE BUENA VISTA, Fla. - 20 Feb 2013: In celebration of [National Engineers Week](#), IBM (NYSE: [IBM](#)) teamed up with Orlando-area high school teachers and students today to unveil IBM THINK, a new interactive experience in [INNOVENTIONS West at Epcot](#) at Walt Disney World Resort. The 6,600 square-foot interactive exhibit is designed to showcase how the world can work better with the help of technology and innovation. The THINK experience presented by IBM explores how technology transforms the way we live and work.

To keep visitors inspired after experiencing the exhibit and encourage others to attend, IBM also announced free science, technology, engineering and math (STEM) [lesson plans](#) for middle and high school science teachers, along with a companion app for Apple [iPads](#) and 10" [Android](#) tablets. The lesson plans enable teachers to use the IBM THINK exhibit content to help students understand the process of innovation, while the THINK Exhibit app brings those lessons to life.

The THINK exhibit engages visitors through a unique combination of experiences. They include a 40-foot "gesture wall" that reveals the ebb and flow of data in our daily lives through colorful visualizations of information such as traffic, solar energy and air quality. IBM is also providing game stations, an inspirational film about making the world work better, and a self-guided interactive tour. The exhibit shows how progress is made possible by a combination of people and technology, and by the purposeful way humans have approached the process of innovation.

Embed exhibit video here: <http://youtu.be/8ev6DHBQyGs>

*"During the past century, IBM has played a key role in making the world work better," said **Lee Green, VP Brand Experience and Strategic Design at IBM.** "The THINK exhibit features stories and engaging experiences that appeal to Epcot guests from around the world."*

The new exhibit is based on IBM's 2011 THINK pop-up exhibit at New York's Lincoln Center, developed for the company's Centennial.

STEM Lessons on Innovation

To put the concepts of IBM THINK into practice, IBM worked with the [New York Hall of Science](#) to develop STEM lessons plans, now available for free online on [Teachers TryScience](#), to inspire students to [act as innovators](#) in their daily lives. Their release intentionally coincides with Engineers Week, an annual program created by the [National Engineers Week Foundation](#) to inspire current and future generations to pursue study and careers in science and engineering.

The educational material is brought to life by apps based on the THINK exhibit. Through thousands of images and historical anecdotes, the IBM Think exhibit app tells stories of the history of progress, from space exploration to weather prediction and medical advances.

The lesson plans and apps help students better understand some of the scientific concepts behind the THINK exhibit and inspire them to be innovators.

"The THINK lessons provide an engaging way to enable students to learn STEM concepts in a real-world context," said **Danielle Miller, Astronomy and Physical Science Teacher at University High School in Florida**. *"The THINK app and lessons have made my students see the process of innovation in a way they never have before. THINK has helped my students become scientists."*

Some of the THINK lessons include:

- THINK: The Process of Innovation – Provides an overview of the concept and process of innovation, using the THINK app
- Fight the Flu -- Introduces students to the science of epidemiology including factors associated with the spread and prevention of disease

The lessons are featured on [Teachers Try Science](#), a free, critically acclaimed web site that provides middle and high school science educators with high quality lessons integrated with practical and engaging teaching techniques. The process of discovery used in the material encourages students to see, map, understand, believe and act on knowledge. More lessons will be released in Spring 2013.

About INNOVENTIONS at Epcot

INNOVENTIONS is located in the heart of Epcot at the Walt Disney World Resort in Lake Buena Vista, Florida. Creativity and imagination abound as guests celebrate inspiration and the innovations that improve their lives and expand their horizons. Hands-on, interactive exhibits allow children and adults to be immersed into ideas that inform, entertain and inspire. For more information on INNOVENTIONS, visit www.innoventions.disney.com.

For more information about the IBM THINK exhibit, visit:

- [Citizen IBM Blog](#)
- [IBM Smarter Planet blog](#)
- www.ibm.com/think
- Twitter: Join the conversation at #IBM #THINK
- [Flickr](#)
- [YouTube](#)

Note to Editors: Broadcast-quality and streaming video of the IBM THINK exhibit is available at <http://www.thenewsmarket.com/ibm1> Photos are available via the Associated Press Photo Network and on the Internet at Feature Photo Service's link through <http://www.newscom.com>
