

SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)  
Calling Planet Earth - Space Outreach to the General Public (6)

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SPACE SYNAPSE SYSTEMS: SPACEFARER "CALLING PLANET EARTH"

**Abstract**

Space Synapse, using the OVEI immersive pod, is bringing the experience of space travel specifically "the Overview Effect" to a new level of public awareness, building on the largest existing community of space promoters, the planetarium and science centre markets. The Ovei, powered by Space Synapse, customizes immersive experience for a multigenerational audience providing sensorial and networked location-based experiences that connect the general public to the awe of space travel and real-time space data. Space Synapse is working on a pilot with Armagh Planetarium in Northern Ireland and curriculum planning to engage with schools, universities and innovation centres. Our customer network includes Cork Castle Observatory in Ireland and Armagh Planetarium in Northern Ireland to test user feedback within our "space awareness" pod. Blackrock Castle Observatory BCO is Ireland's official media and outreach representative for ESO, the European Southern Observatory, and BCO were the National Coordinators for World Space Week in 2011.

Our paper will consider two on-going product and service developments that offer novel and in-depth engagement for next generation interactions between the general public and the international space community. Firstly our paper will look at lessons learnt developing the Overview Effect experience within the pod in the context of science centres, galleries, planetariums, and curriculum content. Secondly our paper will report on the role out of our online "space settlements" game, an open systems platform for active space enthusiasts of all ages that enables members of the general public to interact with the real space community and communicates meaningful astronaut Overview Effect experiences in an active and participatory way to a mass market. The games platform offers a real simulation and virtual play environment for exploration and enables us to simulate the human impact of space travel and space science on planet Earth. The game introduces the general public to our readiness to become a "spacefaring species". We will be developing space settlements in a virtual world and have games industry expertise on board. Our partners and sponsors will be credited in our paper.