

Alien Planet



As a part of its 20th anniversary celebrations, Discovery Channel has chosen NDi Media to create an immersive internet quest that will be used to market and extend the brand of the *Alien Planet* TV special.

Alien Planet recounts the story of an unmanned journey to the fictional planet of Darwin IV.

The *online experience* will have three main sections: *Departure*, *Arrival* and *Exploration*. These modules will be deployed over time to create interest and excitement during the countdown to the broadcast date.

Exploration – The Alien Planet Quest is the centerpiece of the project, where visitors undertake a personal, interactive exploration of Darwin IV. Maneuvering through the extraordinary landscapes and eco-systems, they will discover and interact with the remarkable alien life forms that inhabit the planet.

Visitors to *Alien Planet Mission* will each have a unique personal journal that will be automatically generated as they complete the various activities on the site. This journal, filled with beautiful images and scientific fact files can be printed and kept as a souvenir of their visit to *Alien Planet*.

For more information please contact:

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