



For Immediate Release

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## **Celebrate NanoDays at the Sony Wonder Technology Lab**

*Explore Nanotechnology Through Special Hands-on Experiments and a Powerful*

*Keyence Microscope Used By Professionals*

**NEW YORK (March 26, 2010)** – Sony Wonder Technology Lab (SWTL) invites children and their families to participate in “NanoDays,” a free educational program through which they can learn about the wonders of nanotechnology. The program, now in its second year, will feature interactive workshops and will be held at SWTL, located at 550 Madison Avenue in New York City, on Sunday, March 28, from 1 p.m. to 4 p.m.

Sony Wonder Technology Lab has partnered with the Nanoscale Informal Science Education Network, a nonprofit organization that helps facilitate informal learning programs about nanoscale science, engineering and technology, to host NanoDays in the Lab. Program attendees will have the opportunity to visit special stations with experiments, projects and presentations that provide a hands-on learning experience.

Specifically, children will have the unique opportunity to participate in a demonstration of the powerful Keyence microscope, which can magnify objects up to 4,000 times. The microscope, on loan from Sony DADC, Sony’s disc manufacturing and distribution arm, will be displaying images on the HD screen, giving children a larger than life look at nanotechnology. The microscope is utilized by Sony DADC to examine optical disc masters for imperfections that, if left unidentified, could otherwise result in imperfections in the mass production of DVDs and Blu-ray Discs. In addition, children will be able to explore how size affects a material’s properties and study nano-materials such as liquid crystals and ferrofluids.

“We are thrilled to host NanoDays in the Lab again this year, and are especially excited to showcase the Keyence Microscope,” said Corrine Doron, Program Manager of the Sony Wonder Technology Lab. This program allows children to see and play with tools and instruments to more clearly understand the smallest, next big thing in science.”

Applications of nanotechnology range from stain-proof fabrics to the E-ink used in many of today’s eBook devices. SWTL features a permanent exhibit on nanotechnology that enables children to learn more about the nanoscale and the exciting things that can happen there.

In addition to the special NanoDays stations, Sony Wonder Technology Lab guests are invited to explore all of the permanent exhibits located throughout the Lab, including *Virtual Surgery*, *Dance Motion Capture*, the *Interactive Floor* and more.

NanoDays is a nationwide festival of educational programs about nanoscale science and engineering, organized by the Nanoscale Informal Science Education Network (NISE Net). Over 200 science museums, research centers, and universities across the country from Maine to Hawaii participate in the festival.

**The Sony Wonder Technology Lab** is a free, four-story, interactive technology and entertainment museum for all ages. Located in mid-town Manhattan, SWTL inspires creativity in a high-quality, engaging, and family-friendly learning environment. By inviting visitors to experience the latest technologies in a hands-on setting, SWTL nurtures curiosity while awakening visitors to their own talent and potential. Through its permanent exhibits and innovative programs, including Sci-Tech workshops, ongoing screenings and associations with well-respected local non-profit and educational institutions, SWTL aims to educate and cultivate the next generation of leaders in media, science, technology and the arts. The Sony Wonder Technology Lab is open to the public Tuesdays through Saturdays, from 10:00 a.m. to 5:00 p.m., and Sundays, from 12:00 p.m. to 5:00 p.m. For more information, visit [www.sonywondertechlab.com](http://www.sonywondertechlab.com).