

PRESS RELEASE

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Cutting Edge Technology *Comes to the National Civil* *War Museum*

(Harrisburg, PA) – [The National Civil War Museum](http://www.nationalcivilwarmuseum.org) announces Aurasma® - an app using new technology to expand the historical offerings at the NCWM. Aurasma® is a free download and use app (application) for smartphones and portable devices. It combines the use of your phone or other devices built-in camera and image-recognition technology to introduce and deliver content that further enhances your experience at The National Civil War Museum. Utilizing Aurasma® serves as example of the ground-breaking augmented reality (AR) technology available to its users in this century. Content, including additional audio, video, image and text, is accessible in the NCWM's exhibits through the use of Aurasma®.

Museum CEO, Wayne E Motts says: “The museum is always interested in embracing and deploying new technology to reach a wider audience, most especially young people. With Aurasma®, The National Civil War Museum will be at the forefront of cutting edge interactive technology which will enable us to tell more of the story of our nation during the crucial Civil War Era.”

About The National Civil War Museum

*Opened in February 2001, The National Civil War Museum, a member of the Smithsonian Institution Affiliations Program, is a non-profit private educational institution dedicated solely to the American Civil War. It is one of the largest museums in the world which interprets the entire American Civil War from a military and civilian perspective. The Museum preserves and exhibits some of the nation's treasures, including General Robert E. Lee's personal Bible, and more than 24,000 artifacts, documents and photos. Admission to the Museum is \$12.00 for adults, \$11.00 for seniors, and \$10.00 for students with reduced rates for children and families. The Museum offers complimentary ample parking. For more information, please call 717.260.1861, or visit the Museum's website at www.nationalcivilwarmuseum.org. **Connect with us!** [Facebook.com/TheNationalCivilWarMuseum](https://www.facebook.com/TheNationalCivilWarMuseum); [Twitter.com/NCWM](https://twitter.com/NCWM); and [FourSquare.com/NationalCivilWarMuseum](https://www.foursquare.com/NationalCivilWarMuseum)*

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