

From: Top of the Rock  
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FOR IMMEDIATE RELEASE

**FIRST EVER, MULTI-MEDIA TOUR  
TAKES SIGHT-SEEING TO THE NEXT LEVEL AT THE TOP OF  
THE ROCK OBSERVATION DECK AT ROCKEFELLER CENTER**

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*Only Location Offering State-of-the-Art, GPS-Technology that Provides Unique,  
Interactive Experience for Visitors*

**New York, New York** Visitors to The Top of the Rock™ Observation Deck at Rockefeller Center will be the first to experience a hand-held, interactive tour guide device with a built in Global Positioning System (GPS) created expressly for the attraction. CityShow, a first-of-its-kind, high-tech, audio/visual aid will provide historic facts, anecdotes, photos, music and descriptions of the many features of the observation deck with a simple touch of a button. Top of the Rock is the only attraction to offer this technology which will allow visitors to enjoy the benefits of an entertaining, personal tour guide at their own pace, tailored to their interests.

This small, hand-held tool - the size of a cell phone - consists of a PDA computer, a GPS receiver and a pair of headphones. CityShow also has a satellite detector so that when a visitor is on the upper decks looking at the view, the device will be able to determine where they are facing and point out the various landmarks and buildings encompassed in the unobstructed, 360-degree views. This unparalleled experience includes stunning views of the Statue of Liberty, Central Park, The Chrysler Building and many other highlights of the New York City skyline.

Since the first experimental satellite was launched in 1978, GPS has become indispensable for navigation around the world, and an important tool for map-making and land surveying. While the government makes much use of this technology for navigation and satellite monitoring, consumers are most familiar with the technology because it serves as a useful navigation tool available in many automobiles. The Top of the Rock CityShow is the first time that the technology and satellite abilities of GPS will be used for a tour guide system.

The Top of the Rock Observation Deck at Rockefeller Center presents an incomparable place from which to understand and celebrate New York City.

The observation deck includes three lower levels and three upper levels housed in the 70-story architectural heart of Rockefeller Center, 30 Rockefeller Plaza, where it was first opened to the public in 1933.

Top of the Rock has numerous exclusive features that are highlighted on the CityShow GPS guided audio tour, including two massive crystal installations by Swarovski; the Target Breezeway, a space that showcases state-of-the-art motion-detection technology; the sky shuttle elevators, where participants observe their own rapid acceleration through the shaft, an interactive "beam walk" and the Weather Room, a triple-height premier special event space on the 67th floor. The Grand Viewing Decks on the 69th floor offer full views of Manhattan to the east, west, north and south, with visibility approximately 80 miles on clear days. The 70th floor, reachable by stairs or elevator, crowns the building, allowing visitors to experience the 360-degree panorama of New York City.

"The GPS multi-media system is one of the most exciting things that we have provided to our visitors since the observation deck reopened a year ago," said Keith Douglas the Director of Marketing for Top of the Rock. "We are pleased to be the first attraction to offer this state-of-the-art technology to further illuminate the many features of the observation deck in a fun, interactive and entertaining way."

Top of the Rock is open daily 8:00 AM to midnight, with the sky shuttle making a final run at 11:00 PM. Ticket prices are \$17.50 for adults, \$16.00 for seniors and \$11.25 for children six to 11 years old. Those interested in visiting Top of the Rock can reserve their tickets via the website [www.topoftherocknyc.com](http://www.topoftherocknyc.com) or call 877-NYC-ROCK (877-692-7625) or 212-698-2000. Tickets are also available daily at the Box Office. The Top of the Rock Audio Experience retails for \$10.00 and will be sold as part of a Top of the Rock ticket or tour package.

### **Top of the Rock**

Situated in midtown Manhattan, Top of the Rock provides visitors with an opportunity to appreciate the architecture of Rockefeller Center and its significance to the growth of New York City. Tishman Speyer, co-owners of Rockefeller Center, are committed to the preservation and restoration of Rockefeller Center, which is the site of numerous public exhibits and events, including annual installations of public art, the New York International Orchid Show, the Christie's Collector's Car Show, and live broadcast of the U.S. Open tennis championships. Each day an estimated 250,000 people walk through the Rockefeller Plaza complex, which is home to the world's most famous Christmas Tree. [www.topoftherocknyc.com](http://www.topoftherocknyc.com)

### **GPS Multi-Media Inc.**

GPS Multi-Media Inc. is an entertainment and technology company that specializes in location-based media and services. Headquartered in New York they offer the CityShow product and derivations of it for the tourism, travel, and corporate industries. Information about their main product can be found at: [www.cityshownyc.com](http://www.cityshownyc.com).

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