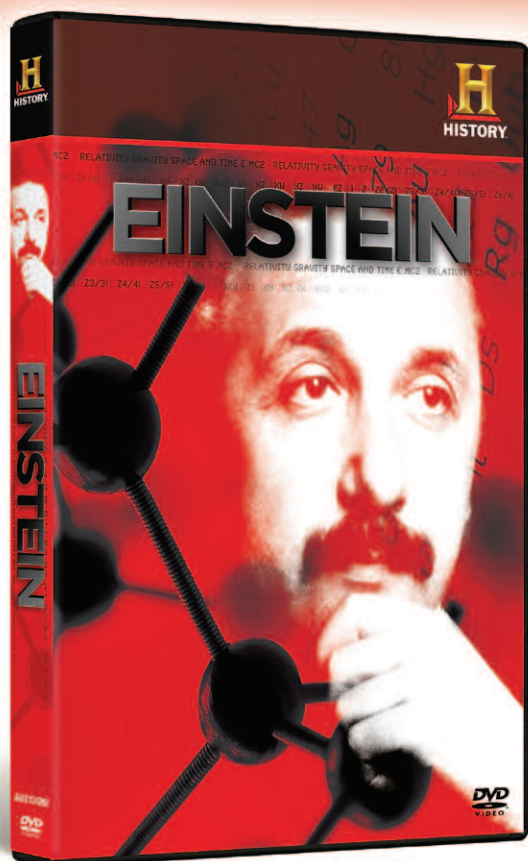


EINSTEIN



The extraordinary true story behind one of history's most revolutionary theories

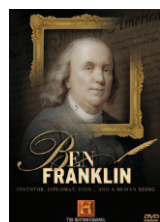
This is the extraordinary story of Albert Einstein and his decades-long battle to prove his Theory of General Relativity amid the violence of war and his tumultuous personal life.

For centuries, Isaac Newton's Law of Gravity stood untouched. But in 1915, Einstein attacked Newton with a mind-boggling theory: Gravity is not pulling you down instead, massive bodies like the Sun and the Earth are bending space and time around you, pushing you down. During a total solar eclipse, he predicted, that warp in space-time should reveal itself. Fiercely competitive astronomers raced each other to exotic locations to see if Einstein was right... or wrong. Hardships, weather, and war foiled their expeditions again and again. When, against all odds, a blazing glimpse was finally captured, the humble Einstein exploded into a global icon.

This rich DVD from HISTORY™ moves beyond theories and the cult personality to breathe new life into the man, not the myth.

- EINSTEIN is a cornerstone HISTORY™ program for Q4 and will be backed by a multimillion-dollar ad campaign.
- This unique feature-length special reveals the true story behind one of history's most revolutionary men through rare, original footage and new scientific analyses.
- Features revealing interviews with scientists who are still evaluating Einstein's Theory of General Relativity.

ALSO RECOMMENDED



BEN FRANKLIN This fresh look at the American icon from HISTORY™ features reenactments shot in HD on location in Philadelphia for a remarkable virtual "walk" in Franklin's footsteps. **AAAE71737**

DA VINCI AND THE CODE HE LIVED BY This revealing HISTORY™ special tells the remarkable story of one man's boundless talent, his towering legacy, and his courage in the face of powerful adversity. **AAAE74525**

DVD

PREORDER JAN 27 RELEASE FEB 24

\$24.95 SRP U.S.
\$29.95 SRP CANADA

Single
Approx. 94 mins.,
Documentary,
Color

CATALOG NO. AAAE134390
UPC 7-33961-13439-1
ISBN 1-4229-2102-6

newvideo.com

Distributed in Canada by
Paradox Entertainment Group,
175 Bloor St. E., STE 1400 N. Tower,
PO Box 64, Toronto, ON M4W 3R8
Tel: (800) 267-1216, E-mail: info@paradoxeg.com



Distributed in the U.S. by New Video
902 Broadway, 9th fl., New York, NY 10010
Tel: (212) 206-8600
E-mail: info@newvideo.com

DISTRIBUTED BY
NEWVIDEO

