

Extended Experiences Online

Teaming
onsite exhibitions
with
offsite minisites

The 5 Ws of extended experiences online

Who...

What...

Where...

When...

Why...

...and sometimes How...

Dinosaurs

Join the Museum's online community
Facebook Flickr MySpace YouTube

NEW EXHIBITION
Use the interactive tools
to explore the exhibit

He's as mean
as he looks.
DILONG
PARADOXUS

Not the purple,
cuddly type.
UTAHRAPTOR

ANCIENT FOSSILS. NEW DISCOVERIES

Exhibition Home | Exhibition Features | Plan Your Visit | Exhibition Programs | Museum Home

WEEKLY NEWS
TAKE AN AWARD-WINNING ROAD TRIP
Cruise the Four Corners, written by paleontologist Keri Johnson and illustrated by artist Ray Troll, won the 2008 Colorado Book Award for best nonfiction book. See what Keri had to say about the ultimate paleo road trip.
[Read More Here >>](#)

DINOSAURS ALIVE! IMAX

Newly discovered dinosaurs and famous favorites roar onto the big screen through advanced computer animation.
[Click Here for Showtimes and Tickets >>](#)

THINK YOU KNOW A LOT ABOUT DINOSAURS?
Well that all may be ancient history! Meet new creatures at *Dinosaurs: Ancient Fossils, New Discoveries*. This incredible exhibition will forever change the way you view the prehistoric world. With the help of modern technology, you'll get new insights into how dinosaurs looked, lived, and moved. You will also get to dig for dinosaur bones and make a cast of an actual fossil to take home.
[Read More Here >>](#)

FEATURED STORIES
HOW DINOSAURS BEHAVED
Find out how scientists are unlocking the secrets of dinosaur behavior by reinterpreting old fossil evidence using new approaches and new technologies.
[Read More Here >>](#)

HOW DINOSAURS MOVED
Watch as the latest biomechanical studies on dinosaur movement spring dramatically to life.
[Read More Here >>](#)

EXTINCTION
Explore the hard evidence for the multiple theories behind what ended the Age of Dinosaurs, including asteroid impact, global climate change, and massive volcanic eruptions.
[Read More Here >>](#)

10 PLACES TO FIND DINOS IN DENVER
If you love dinosaurs, Denver is the place to be. The city lies on some of the most fossil-rich land in the world, which means finding a piece of prehistoric history is as easy as walking your dog. Just ask a geologist—what's he's found parts of a T-Rex.
[Read More Here >>](#)

DINOSAUR GULCH DIG SITE
Find out how you can excavate fossils from a paleontology camp based on Denver Museum of Nature & Science field sites.
[Read More Here >>](#)

HOURS
9AM-5PM, 7:00-9PM
The Museum is open seven days a week year round, with the exception of December 25.
[Plan Your Visit Here >>](#)

LOCATION
Denver Museum of Nature & Science
2001 Calabrese Boulevard
Denver, Colorado 80205
[Get Directions Here >>](#)

Phone: 303-322-7009
Toll-free: 1-800-825-2250
TTY: 303-370-8257

DINOSAUR GAME
[Click Here to Play and Win Prizes!!](#)
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Education
Paleontology Lab
Building the Exhibition

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Directions and Location
Bike
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Dino Mail
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School and Educator Programs

CURATOR BIOS
Leo Miles
Nora Carpenter
Colorado Connections

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ENCANA

Dinosaurs: Ancient Fossils, New Discoveries is organized by the American Museum of Natural History, New York, (www.amnh.org) in collaboration with the Houston Museum of Natural Science, the California Academy of Sciences, San Francisco, the Field Museum, Chicago, and the North Carolina Museum of Natural Sciences, Raleigh.

Dinosaurs: Ancient Fossils, New Discoveries Exhibit Opened March 29, 2008 to January 8, 2009
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2001 Calabrese Blvd., Denver, Colorado 80202 | 303.322.7009
www.dmns.org | Denver Museum of Nature & Science



DINOSAUR GAME

Which dinosaur are you most like?

UTAHRAPTOR 

PHYTOSAUR 

CAMARASAURUS 

[Click anywhere to Start](#)

Dinosaur Minisite

Sept 2008-Jan 2009: 5 months

- Info
 - Hours, location
- Exhibition
 - Features, plan your visit, programs, curator bios
- Featured stories
 - E.g. “10 places to find dinos in Denver”
- Dinosaur game
- Weekly news



Nature Unleashed

WIPED OUT!
 Hurricane Ravages Coast

EARTH SHAKES!
 How Earth Is Moving

February 13 - May 3, 2009
NATURE UNLEASHED
 INSIDE NATURAL DISASTERS

THE LAST PEOPLE TO GET THIS CLOSE HAD TO BE EVACUATED.
 From earthquakes and volcanoes to hurricanes and tsunamis, nature's force has shaped our dynamic planet. Throughout history, these catastrophic phenomena have affected people around the world. Now, uncover the cause of these natural disasters and find out how people cope and adapt in the aftermath. In this captivating, interactive new exhibition all of nature's power is on display at the Denver Museum of Nature & Science.

NATURE RIGHT NOW

6.3 EARTHQUAKE HITS ITALY
 April 6, 2009

L'Aquila—At 3:30 am on Monday (7:30 pm Sunday in Denver) a strong earthquake struck the mountainous central part of Italy about 70 miles northwest of Rome. The quake, centered on the medieval village of L'Aquila, is believed to have killed at least 300 people, burying them under collapsed ancient stone buildings. More than 4,500 were injured and many thousands more may now be homeless. The quake also struck 26 towns around L'Aquila, hitting two small villages, Castelluccio and Ovino, especially hard. One was turned into a pile of rubble. In L'Aquila, only a few houses still stood. Fortunately, the timing meant that schools and office buildings were empty. The magnitude 6.3 earthquake is Italy's deadliest in three decades, although the Italian peninsula registers more than 2,000 smaller tremors each year.

PREDICTING EARTHQUAKES
 Curator Commentary by David Griesspoon, PhD

Central Italy's mountainous spine, site of this week's earthquake, is on the boundary between the Eurasian tectonic plate and the African tectonic plate, which is slamming into it. A jumble of smaller plates adds to the complex geologic picture of the region. Italy has frequent quakes (and large volcanic eruptions) as the plates and fault blocks jostle around. They go in clusters, too. When one fault moves, it sets off a series of quakes as other faults adjust to the new situation.

This cluster phenomenon may be the key to predicting future quakes. Scientists from around the world will be examining the record and watching for new events to learn more about how the plates that carry Italy react to this latest bump.

The central Italy region had been experiencing tremors since January. At least one scientist predicted this quake—just missed the exact day by one.

Related Stories
 DNGV
 USGS
 Yahoo News

Hours
 9:00 a.m. - 5:00 p.m.
 The Museum is open daily, with the exception of December 25.
[Plan Your Visit Here >>](#)

Location
 2001 Colorado Boulevard
 Denver, Colorado 80202
[Get Directions Here >>](#)

Want to see Nature Unleashed for free?
 This is a Museum member! Membership means you can visit this interactive exhibition as many times as you like - free of charge. You'll also gain access to special exhibition previews and events. Join today!

Join Our Community
 Denver Museum of Nature & Science

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 Curator bio

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 Hurricanes
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 Volcanoes
 Colorado Connections

PLAN YOUR VISIT
 Hours and Admission
 Directions and Location
 Accessibility
 Access and Special Needs

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 Children's Workshops
 Schools and Teachers



IMAX: Grand Canyon
GRAND CANYON ADVENTURE
 Robert Redford

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 Denver Museum of Nature & Science

Nature Unleashed Minisite

Feb 2009-May 2009: 4 months

- Info
 - Hours, location
- Exhibition
 - Features, plan your visit, programs, curator bios
- Join our online community
 - Twitter, Facebook, Flickr, YouTube, etc.
- Nature Right Now
 - E.g. “Predicting earthquakes”



Expedition Health

Expedition Health Home >> Media >> Museum Home >> DENVER MUSEUM OF NATURE & SCIENCE

Expedition HEALTH Exhibition Features Plan Your Visit Exhibition Programs Volunteering Support Us

The amazing, incredible you.

Expedition Health is not simply another exhibit about the human body. Expedition Health is about YOUR human body—how it is constantly changing and adapting in ways you can see, measure, and optimize through the choices you make.

In the exhibition gallery, visitors will experience highly-interactive, highly-personalized activities, immerse themselves in a theater experience that will engage all of their senses, look at microscopic cells from their own bodies in a laboratory, participate in live demonstrations and programs, and meet new 'buddies' who will help them learn about their health.

Genetics of Taste

Click here to learn about the Health Science Department's live research study, Genetics of Taste: A Flavor for Health, happening right now in Expedition Health.

Peak Pass

Have the login number from your Peak Pass Personal Profile? Use it here to continue your health expedition.

Hours
9:00 a.m. - 5:00 p.m.
The Museum is open daily. Closed December 25.
Plan Your Visit >>

Location
2001 Colorado Boulevard
Denver, Colorado 80205
Get Directions >>

Expedition Health Needs Volunteers
Learn How to Get Involved >>

Expedition Health is made possible by KAISER PERMANENTE.

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Expedition Health Home >> Media >> Museum Home >> DENVER MUSEUM OF NATURE & SCIENCE

Expedition HEALTH Exhibition Features Plan Your Visit Exhibition Programs Volunteering Support Us

Give Us Your Feedback

Log on for your Personal Profile and more.

Log in # Enter the # from your Personal Profile

Birth Month Choose Month Birth Day Day

Submit

Note: After logging in, please do not refresh your browser, it will log you out.

Have not experienced Expedition Health? Click Here!

Peak Pass PERSONAL PROFILE Log on to www.dnmn.org/peakpass with this number: 000000 Login #

NAME AGE DATE BIRTH SPAN ENERGY SCORE

Sign In to see Your Personal Profile

YOUR BALANCED MEAL

Expedition Health Minisite

April 2009-present: 1 year of data

- Info
 - Hours, location
- Exhibition
 - Features, plan your visit, programs, curator bios
- Genetics of Taste research study info.
- Peak Pass extended experience
 - Personal biometrics, graphs, charts

The screenshot shows the homepage of the Expedition Health Minisite. The header is green with the 'Expedition HEALTH' logo on the left and navigation links: 'Exhibition Features', 'Plan Your Visit', 'Exhibition Programs', 'Volunteering', and 'Support Us'. On the right of the header is the 'MUSEUM OF NATURE & SCIENCE' logo. Below the header is a yellow banner with a blue silhouette of a human head containing a network of orange nodes. The text 'The amazing, incredible you.' is centered. To the right of the banner is a blue box for 'Peak Pass' with a heart rate monitor graphic and text: 'Have the login number from your Peak Pass? Please provide. Use it here to continue your health expedition.' Below the banner is a white box with text: 'Expedition Health is not simply another exhibit about the human body. Expedition Health is about YOU, human body—how it is constantly changing and adapting in ways you can see, measure, and optimize through the choices you make. In the exhibition gallery, visitors will experience high-interactive, high-personalized activities, immerse themselves in a theater experience that will engage all of their senses, look at microscopic cells from their own bodies in a laboratory, participate in live demonstrations and programs, and meet new 'buddies' who will help them learn about their health.' Below this is a section for 'Genetics of Taste' with a link: 'Click here to learn about the Health Science Department's live research study, Genetics of Taste: A Flavor for Health, happening right now in Expedition Health.' To the right of the white box is a sidebar with 'Hours' (9:00 a.m. - 5:00 p.m., open daily, closed December 25), 'Location' (2001 Colorado Boulevard, Denver, Colorado 80202), and 'Expedition Health Needs Volunteers' (Learn How to Get Involved). The footer is green with the same navigation links as the header and a copyright notice: 'Copyright ©2008 Denver Museum of Nature & Science'.

Genghis Khan

Denver Museum of NATURE & SCIENCE

Genghis Khan

October 16 - February 7, 2010

Home Exhibition Features Plan Your Visit Exhibition Programs Museum Home

Genghis tweets
Follow The Great Yasa—Genghis Khan's laws for society and guidelines for personal behavior
"Commanders must understand the fatigue and discomfort of their soldiers by experiencing it themselves."
www.dms.org/9/7 days ago
follow me on Twitter

KHAN QUIZ
How well do you know one of the world's greatest conquerors?
Take the Quiz

Experience life in 13th-century Mongolia, entering the tents, battlegrounds, and marketplaces of a vanished world.

Explore Genghis Khan's life and those of his sons and grandsons during the formation, peak, and decline of the Mongol Empire. Participate in family-friendly activities and watch live cultural performances by traditional Mongolian singers and musicians. View more than 200 spectacular objects—many of which have never been seen outside of Russia or Mongolia—including gold jewelry and ornaments, silk robes, musical instruments, pottery and sophisticated weaponry.

Buy Tickets

Hours
9:00 a.m. - 5:00 p.m.
The Museum is open daily, with the exception of December 25.
[Plan Your Visit >>](#)

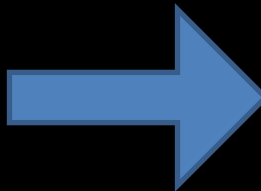
Location
2001 Colorado Boulevard
Denver, Colorado 80205
[Get Directions >>](#)

Join Our Community

Genghis Khan - Invading the Denver Museum of N...
★★★★★

Build a Trebuchet Contest

The Museum wants you to build a mechanical siege weapon out of Lego building blocks—seriously! Gather a team and enter our Genghis Khan Build a Trebuchet Contest. On January 18, we'll host a competition to see whose trebuchet throws an object the farthest. All team



True or False

If Genghis Khan's conquests, along with those of his sons and grandsons, were placed on a modern map, they would include almost 30 countries with well over three billion people.

#1 of 10 Questions

Genghis Khan Minisite

October 2009- February 2010: 5 months

- Info
 - Hours, location
- Exhibition
 - Features, plan your visit, programs, curator bios— *plus local performers, trebuchet contest, etc.*
- Join our online community
 - Twitter, Facebook, Flickr, YouTube, etc.
- Genghis Tweets
- Khan Quiz
- Commercial



CAST YOUR VOTE!

- Dinosaurs
- Nature Unleashed
- Expedition Health
- Genghis Kahn

164,601 total unique minisite visits with
3 temps and EH

59.3% were for Genghis Khan

3% were for Expedition Health

1.25 million visitors in 2009

~8-13% had 'extended experience'

1. Genghis Khan-- 58%

97,606 minisite visits/168,000 total visitors

2. Nature Unleashed-- 15%

28,282 minisite visits/187,000 total visitors

3. Dinosaurs-- 16.5%

33,816 minisite visits/205,000 total visitors

4. Expedition Health *for first year --1%

4,897 site visits/435,186 Peak Pass sign ins

Expedition Health— 1%

Expedition Health Home >> Media >> Museum Home >> DENVER MUSEUM OF NATURE & SCIENCE

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Exhibition Features Plan Your Visit Exhibition Programs Volunteering Support Us

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Expedition Health Home >> Media >> Museum Home >> DENVER MUSEUM OF NATURE & SCIENCE

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Give Us Your Feedback

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NAME AGE DATE BIRTH SPAN ENERGY SCORE

Sign In to see Your Personal Profile

YOUR BUDDY YOUR BALANCED MEAL

Nature Unleashed— 15%

Dinosaurs— 16.5%

February 13 - May 3, 2009

NATURE UNLEASHED

INSIDE NATURAL DISASTERS

WIPED OUT!
Hurricane Ravages Coast

EARTH SHAKES!
How Earth is Moving

Exhibition Home Exhibition Features Plan Your Visit Exhibition Programs Museum Home

THE LAST PEOPLE TO GET THIS CLOSE HAD TO BE EVACUATED.
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NATURE RIGHT NOW



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Related Stories

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USGS

Yahoo News

IMAX: Grand Canyon

GRAND CANYON ADVENTURE
KIDNEY ROCK

Want to see Nature Unleashed for free?
Then become a Museum member! Membership means you can visit this interactive exhibition as many times as you like—free of charge. You'll also gain access to special exhibition previews and events. Join today.

Join Our Community

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Nature Right Now
Curator Bio

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Hurricanes
Tornadoes
Volcanoes
Colorado Connections

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Access and Special Needs

EXHIBITION PROGRAMS

Adult Programs
Children's Workshops
Schools and Teachers

Natural Gas System



February 13 - May 3, 2009

DINOSAURS

ANCIENT FOSSILS. NEW DISCOVERIES.

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DILONG PARADOXUS

Not the purple, cuddly type.
UTAHRAPTOR

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LOCATION

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Phone: 303-322-7009
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TTY: 303-370-8257

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Dinosaur Tracks Dig Site
Collection
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IMAX
Access and Special Needs
Dino-Bart
Prehistoric Journey
DINO-BART: Prehistoric Journey

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Volcanoes
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Children's Workshops
Schools and Teachers

Natural Gas System



Presented in Denver by



DINOSAURS: Ancient Fossils, New Discoveries is organized by the American Museum of Natural History, New York, in collaboration with the Houston Museum of Natural Science, the California Academy of Sciences, San Francisco, the Field Museum, Chicago, and the North Carolina Museum of Natural Sciences, Raleigh.

Click Here to Play and Win Prizes!!

[Play Now >>](#)


DINOSAUR GAME

[Click Here to Play and Win Prizes!!](#)

[Play Now >>](#)

Curator Bios

Ken Miller
Ken Carpenter
Colorado Connections



Dinosaurs: Ancient Fossils, New Discoveries (Enclosure) - September 28, 2008 to January 4, 2009
©2009 Denver Museum of Nature & Science | 2009-2010 Exhibitions Organized by AMNH, California Academy of Sciences, San Francisco, The Field Museum, Chicago, and the North Carolina Museum of Natural Sciences, Raleigh.

Genghis Khan— 58%

Denver Museum of NATURE & SCIENCE

Genghis Khan

October 16 - February 7, 2010

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www.dms.org/967-days

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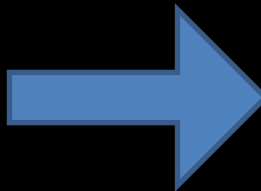
Location
2001 Colorado Boulevard
Denver, Colorado 80205
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Join Our Community

KHAN QUIZ
How well do you know one of the world's greatest conquerors?
[Take the Quiz](#)

Genghis Khan - Invading the Denver Museum of N...

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True or False

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#1 of 10 Questions

Beyond Site Hits...

Evaluations in Dinosaurs and Nature Unleashed

- Visitors did not learn about exhibitions through minisites
- Minisites not used to decide about whether or not to come to exhibition

Putting it all together...

- What are minisites good for?
 - Back to the 5 Ws...
 - *Use* and *infuse* what we know

The great unknown...

- Do we lose physical visitors to virtual ones?
Is this a *bad* thing?
- Is this a way to extend informal education and be a true resource?
- Once you start, can you stop?
- What are the *next questions* for evaluation?



For more information:

Kathleen Tinworth

Director of Visitor Research & Program Evaluation

Denver Museum of Nature & Science

e: kathleen.tinworth@dmns.org

t: 303.370.6136