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www.scicards.co.nz

Otago Polytechnic has partnered with the Otago Museum (and IBM) to launch a nationwide project called 'SciCards'. 'SciCards' is a trading card project aimed at building the appreciation of science and technology in young persons throughout New Zealand aged between 8-12 years. 'SciCards' are designed to connect science and technology with pop culture by providing tradable, collectable cards linked to interactive games, which are fun, empowering, and connected to the target audience's lifestyle.

The printed cards lead the holder to 'SciCards On-line'. Visitors to the site will be able to register for a virtual 'collector's book'. Entering the code from a card triggers the placement of a virtual representation of the card they have in their collector's book. The card's code will also allow access to science-based, interactive, virtual environments where a relevant challenge can be met. When a challenge is completed the virtual card in their 'collectors book' is 'activated'; the images spring to life becoming 3D and animated. Additionally more science and technology amazing facts and suggestions for further discovery are revealed. The online and offline worlds will combine to create a comprehensive integrated science and technology promotion.

The cards and website were launched on the 30th of March. Since then tens of thousands of cards have been snapped up around the country and thousand of website interactions have occurred.

