

Hey look, listen up, 'n stay alive,
These ain't no lies if you wanna survive.
Better be wise 'round the railroad ties.
'Cause if you don't you'll be takin' a ride
A one-way ticket...to the other side.



PHOTO BY JENNIFER YEH

Students from Nightingale Middle School in Highland Park are the first to experience the "Metro Experience" aboard MTA's mobile safety theater.

MTA Introduces New 'Metro Experience' Mobile Theater

By BILL HEARD, Editor

- Hip-Hop and Safety Video delivers rail safety message to young audience.

(May 9, 2003) With blasting hip-hop music and heart-stopping video images, MTA hopes its new "Metro Experience" mobile theater will reach a young, impressionable audience with a right-on rail safety message.

The mobile theater was Introduced to local media, today, and is scheduled for its first public showing, Saturday, during a neighborhood block party at the dedication of the Metro Gold Line's Avenue 57 station.

"We hope as many people in the community as possible come out and share this premier experience," says Lynda Bybee, deputy executive officer, Community Relations. "The whole experience really envelopes the viewer."

Emblazoned with bold graphics outside, what would appear to be a normal semi-trailer folds out to create a theater with a large screen for 3-D video and 16



DEO Lynda Bybee of MTA Community Relations welcomes students to the MTA mobile safety theater. The mobile theater debuts Saturday at the Avenue 57 Metro Gold Line Station.



Metro Rail General Manager Gerald Francis, center, puts on 3-D glasses to view the rail safety video during a special presentation, Thursday, for senior MTA staff. With him in the audience are, top left, CEO Roger Snoble, Deputy CEO John Catoe and, lower right, Chief Communications Officer Matt Raymond.

interactive seats that can simulate the ups, down and curves of the Metro Rail tracks.

The video takes the viewer on a high-speed ride over the tracks and through realistic situations that depict the dangers of graffiti-tagging or horseplay around the trains. Scenes also show the consequences when motorists and pedestrians try to beat the trains at crossings.

Eye-catching graphics, designed by MTA Design Studio intern Richard Dowhan, announce the "Metro Experience" mobile theater.



Hey, tots and teenies...fresh outta school
Playin' near the tracks, where you think it's cool,
Showboatin' 'n braggin' with your friends for sport
Don't be a fool on your hometown court.
Tracks are for trains, and not for playin' games,
Stay away from the railroad's fast runnin' lanes.

'It's all too real'

"What we see on the screen is real," says Metro Rail General Manager Gerald Francis. "In a sense, the show's script was already made because, unfortunately, some of the accidents we investigate are exactly what we witness on the screen."

The mobile theater previously was used to promote the "Power Rangers" superheroes at toy stores around the country. The tractor and trailer were purchased for \$400,340.

MTA redecorated and refurbished the trailer, developed the 3-D safety video and reprogrammed the interactive electronics to simulate the on-screen action in the motion of the viewers' chairs. There's even a wind machine to enhance the sense of movement.

"We're trying to give the audience a real-life feel of actually being there," says project manager Yoon Ham, a senior community relations officer.

"It's more than just seeing a movie," says Bybee. "When people walk out, they'll be carrying that experience in an emotional place inside."

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