

## OFFERS

With 15 Member States and a reputation worldwide, ESO's anniversary is a fantastic opportunity to boost everyone's interest in astronomy and generate visibility for organisations around Europe and the world. Numerous events will be happening in all Member States including anniversary exhibitions as well as special anniversary events on 5 October. These events will have high media coverage and will reach a broad audience. We invite you to take advantage of these resources in order to expand your reach, create new experiences, and improve visibility in your communities and beyond.

Science centres, museums, event organisers and shops can purchase the documentary and the books at a special bulk price.

Product	1 item	25 items	50 items	100 items	250 items	500 items	1000 items
Cardboard DVD	€ 0.99	€ 0.88	€ 0.78	€ 0.67	€ 0.56	€ 0.45	€ 0.35
Plastic box DVD	€ 3.99	€ 3.56	€ 3.12	€ 2.69	€ 2.26	€ 1.82	€ 1.39
Blu-ray	€ 5.99	€ 5.56	€ 5.12	€ 4.69	€ 4.26	€ 3.82	€ 3.39
Coffee-table book	€ 34.90	€ 30.67	€ 26.43	€ 22.20	€ 17.96	€ 13.73	€ 9.50
History book	€ 49.90	€ 43.75	€ 37.60	€ 31.45	€ 25.30	€ 19.15	€ 13.99

TV stations are welcome to license the movie for free. Video, music and narration can be delivered to you separately, allowing for translation.

Magazines and newspapers are offered a unique opportunity to add value to their publications by inserting the DVD with the documentary in their newspapers and/or magazines. ESO will cover the production costs and the media partner will only need to provide the replication fee (€ 0.18) and shipping costs from ESO. Media representatives can also request a free copy of the book for review.

## ORDER FORM

You can send the following order details via email at the contact below or by post:

Product                      Number of copies  
Cardboard DVD:            .....  
Plastic box DVD:           .....  
Blu-ray:                      .....  
Coffee-table book:        .....  
History book:                .....

Organisation name: .....  
Contact person: .....  
Email: .....  
Phone: .....  
Street: .....  
ZIP Code and City: .....  
Country: .....

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## OFFER FOR ANNIVERSARY DVD AND BOOKS

# EUROPE TO THE STARS

ESO'S FIRST 50 YEARS OF EXPLORING THE SOUTHERN SKY

ESO is Europe's portal to the stars.

Here, astronomers from fifteen countries join forces to unravel the secrets of the Universe by building the largest telescopes on Earth, designing sensitive cameras and instruments and scrutinising the heavens.

Astronomers have observed objects near and far, from comets traversing the Solar System, to distant galaxies at the very edge of space and time, giving us fresh insights and an unprecedented view of the Universe.

It all began in 1962 with the signing of the ESO Convention — the culmination of the dream of leading astronomers from five European countries, Belgium, France, Germany, the Netherlands and Sweden. Fifty years later, these original dreams have become reality thanks to ESO's commitment to the mission.

To celebrate its 50th anniversary year, ESO has released a number of new products.



## EUROPE TO THE STARS

— ESO's first 50 years of exploring the southern sky: "the Coffee-table Book"

This sumptuously illustrated book takes the reader behind the scenes of the most productive ground-based observatory in the world. It contains the best 300 of ESO's images, hand-picked from a large collection of more than 100 000 images.

The book tells the story of discovering a Universe of deep mysteries and hidden secrets, and the story of designing, building and operating the most powerful ground-based telescopes on the planet.

- 264 pages
- Hardcover
- 25 x 26 cm
- 3 large panoramic foldout views of the observatories
- Includes a copy of the DVD movie Europe to the Stars

## THE JEWEL ON THE MOUNTAIN TOP

— The European Southern Observatory through Fifty Years: "the History Book"

This book authored by ESO senior advisor Claus Madsen is 560 action-packed pages of ESO history and dramatic stories about the people behind the organisation. The ultimate historical book about ESO, but also about a truly remarkable European success story in research.

- 560 pages
- Hardcover
- 16 x 24 cm
- ~ 150 historical photos and illustrations
- Shrinkwrapped

## THE MOVIE

The documentary consists of eight chapters, each focusing on an essential aspect of ESO's history. From site testing to explaining how telescopes are built and used, Europe to the Stars gives a unique perspective of how astronomy has evolved along with our understanding of the Universe.

**Content:** 8 chapters and bonus materials

1. Going South — Introducing Europe to the Southern Hemisphere.
2. Looking Up — The history of the telescopes and early discoveries.
3. Seeing Sharp — Developing new technology.
4. Changing Views — The evolution of scientific information.
5. Reaching Out — The impact of ESO on the world.
6. Catching Light — Astronomy as a digital science.
7. Finding Life — The search for extrasolar planets.
8. Building Big — Construction of massive structures in the name of astronomy.

**Duration:** 64 minutes plus 25 minutes of bonus material

**Type:** DVD or Blu-ray (mastered in full HD, 1080p)

**Packaging:** DVD in cardboard sleeve, DVD in plastic box and Blu-ray in blue plastic box

**Narration:** English

**Subtitles:** 20 languages: Česky, Dansk, Deutsch, English, ελληνικά, Español, Français, íslenska, Italiano, Nederlands, Polski, Português, Português (Brazil), Русский, Română, Slovenski, Suomen, Türkçe, Українська, Hindi.

**Region-free**

**Delivery:** To your location

