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Forward

Build the Future.

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Conference: Nov. 12–16 • Trade Show: Nov. 13–16 • Orlando, FL, US

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Applying Immersive Theater Trends to Theme Parks and Attractions

14 November 2018

Taylor Jeffs, Legacy Entertainment



Today's Agenda

- Introduction
- What is Immersive Theater?
- A History of Extreme Immersion in Theme Parks & Attractions
- What's Happening Now? And What's Next?
- Why is This Trend Important?
- Discussion

Discussion Preview

- Which of these experiences is most interesting to you, and why?
- Why do you think guests connect with Immersive Experiences?
- How important are Brands / IP's to the success of these projects?
- Is there relevance for these trends beyond Theme Parks?
- Is high-immersion a fad, or a permanent part of our industry?

Introduction

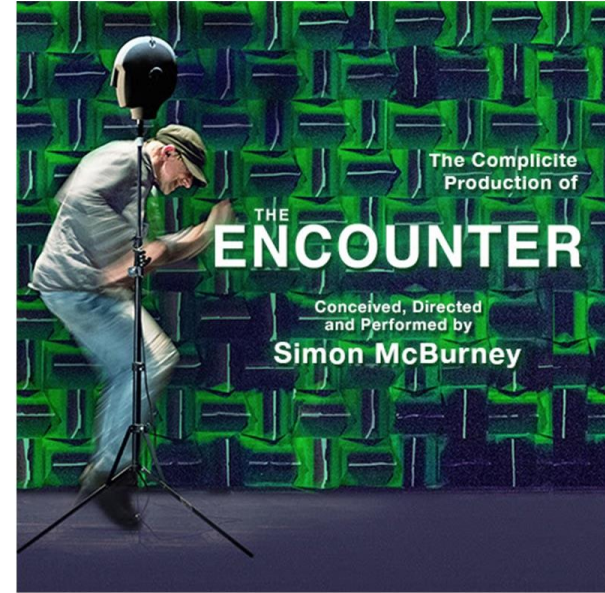
Taylor Jeffs

Legacy Entertainment

President &
Chief Creative Officer



Legacy Entertainment



What is Immersive Theater?

What is Immersive Theater?

- A theatrical work that takes place in a non-traditional setting.
- Spectator may be an active participant in the proceedings.
- All five senses may be engaged.
- Often skews young / popular with Millennial Audiences.
- Dynamic format to remove barriers between guests and performers.

Benchmark: Sleep no More

SLEEP NO MORE

Benchmark: Sleep no More

Producer: Punchdrunk International

Location: New York & Shanghai

Premiered: March 2011 in New York, December 2016 in Shanghai

Special Characteristic: High Capacity “Choose your Own Adventure”

Benchmark: Sleep no More



Benchmark: Delusion

DELUSION

Benchmark: Delusion

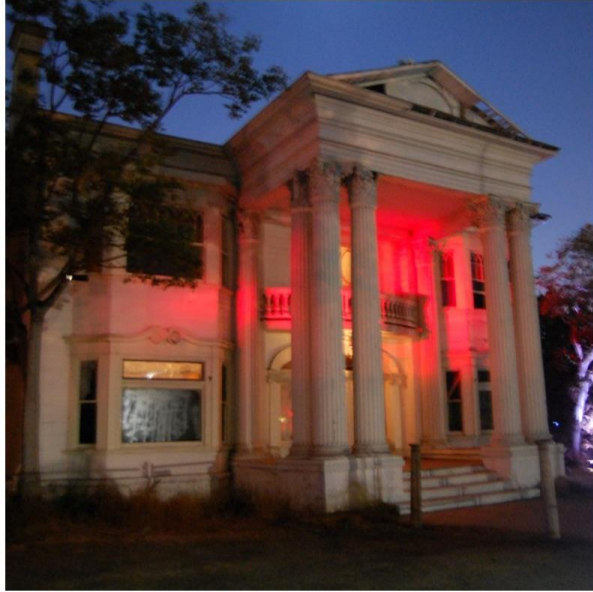
Producer: Jon Braver / Delusion

Location: Los Angeles

Premiered: October 2011 (Seasonal Productions)

Special Characteristics: Highly-Active First-Person Experience, and focus on stunts. Limited Capacity / Hot Ticket

Benchmark: Delusion



Benchmark: Then She Fell

then she fell
by Third Rail Projects

Benchmark: Then She Fell

Producer: Third Rail Projects

Location: Brooklyn, New York

Premiered: October 2012

Special Characteristic: Only 15 Audience Members Per Show

Benchmark: Then She Fell



Benchmark: Secret Cinema



Benchmark: Secret Cinema

Producer: Fabian Riggall / Secret Cinema

Location: London

Premiered: 2007

Special Characteristic: Temporary Immersive Worlds Based on Film IP

Benchmark: Secret Cinema



A History of Extreme Immersion in Theme Parks And Attractions

Star Trek: The Experience



STAR TREK
THE EXPERIENCE™
LAS VEGAS HILTON

Star Trek: The Experience

Producer: Paramount Parks

Location: Las Vegas

Operated: January 1998 – September 2008

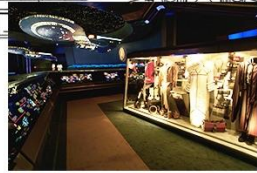
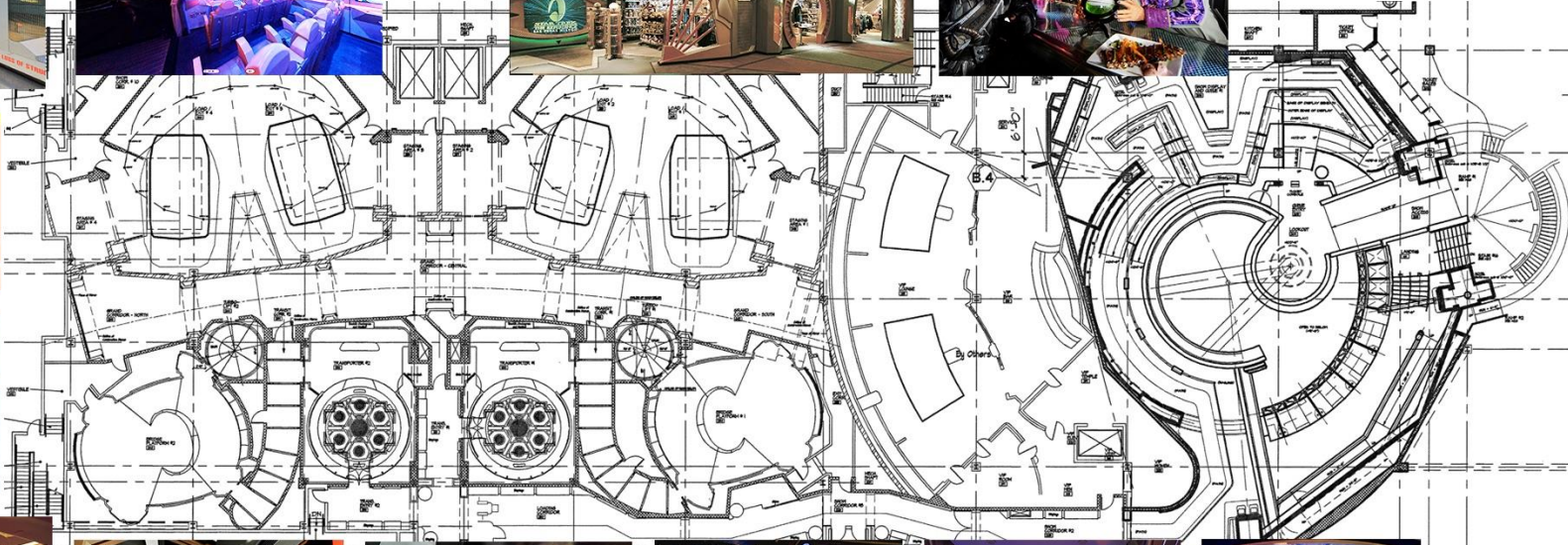
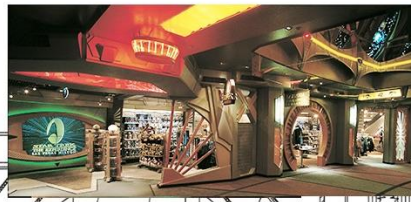
Special Characteristic: Fully-Immersive Multi-Part Attraction

Star Trek: The Experience



Star Trek: The Experience





The Wizarding World(s) of Harry Potter

THE WIZARDING
WORLD OF Harry Potter™

The Wizarding World(s) of Harry Potter

Producer: Universal Parks & Resorts

Locations: Orlando, Osaka, Hollywood, Beijing

Premiered: June 2010 – Current

Special Characteristic: Most-Immersive Theme Park Lands To Date

The Wizarding World(s) of Harry Potter



Shrek's Adventure!



Shrek's Adventure!

Producer: Merlin Entertainments

Location: London, England

Premiered: July 2015

Special Characteristic: Family-friendly edition of popular “Dungeons”

Shrek's Adventure!



Pandora: The World of Avatar



Pandora: The World of Avatar

Producer: Walt Disney Parks & Resorts

Location: Orlando

Premiered: May 2017

Special Characteristic: Lavish World With Budget Higher Than Film

Pandora: The World of Avatar



What's Happening Now? And What's Next?

Ghost Town Alive!

GHOST TOWN
ALIVE!

Ghost Town Alive!

Producer: Knott's Berry Farm

Location: Buena Park, California

Premiered: May 2016 (Summer Only)

Special Characteristic: Activation of Existing Infrastructure

Ghost Town Alive!



Los Angeles Times

“I found the improv play to be thoroughly engaging. The daylong show drew in kids and adults, who ran around completing chores at the behest of the actors. The story was so enveloping I never left Ghost Town and at times forgot I was at a theme park with roller coasters and other rides. The best part about the first-of-its-kind ‘Ghost Town Alive’ experience was that the visitors determined their level of involvement. You could walk through Calico and view the actors as atmosphere talent, or engage the characters in a story that has the potential to last all summer.”

Evermore



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Evermore

Producer: Ken Bretschneider

Location: Pleasant Grove, Utah

Opening: Previews Began September 2018

Special Characteristic: LARP (Live Action Role Play) Centric Park

Evermore



Trans Studio Theme Parks



Trans Studio Theme Parks

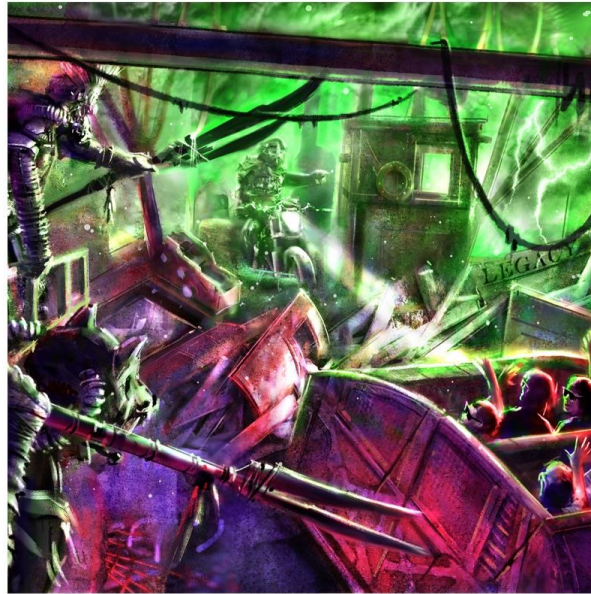
Producer: CT Corp

Location: Cibubur and Bali, Indonesia

Premiered: Under-Construction

Special Characteristic: Two Immersive Theater-Inspired Dark Rides

Trans Studio Theme Parks



Meow Wolf's Kaleidoscope

MEOW WOLF
KALEIDOSCOPE

Meow Wolf's Kaleidoscope

Producer: Elitch Gardens & Meow Wolf

Location: Denver, Colorado

Premiering: 2019

Special Characteristic: Artist-Driven Dark Ride

Meow Wolf's Kaleidoscope



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Cirque du Soleil



CIRQUE DU SOLEIL®

Cirque du Soleil

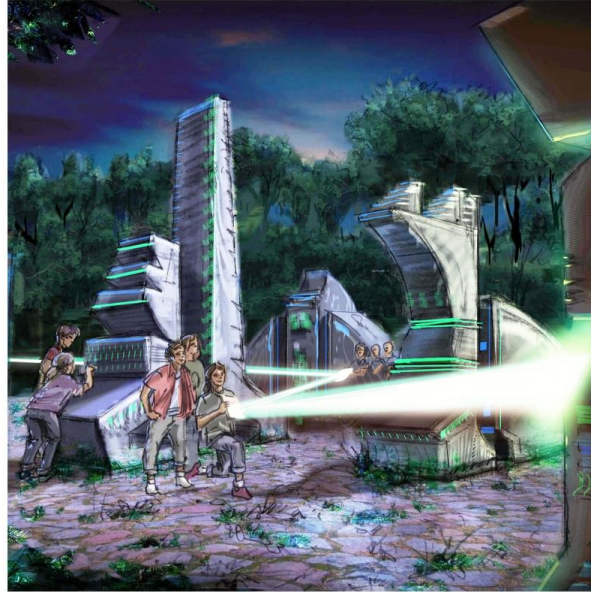
Producer: Cirque du Soleil

Location: Various

Status: In-Development

Special Characteristic: Expanding Footprint of Iconic Brand

Cirque du Soleil



Cirque du Soleil



Star Wars: Galaxy's Edge

STAR WARS
GALAXY'S EDGE

Star Wars: Galaxy's Edge

Producer: Walt Disney Parks & Resorts

Location: Anaheim & Orlando

Status: Under-Construction

Special Characteristic: Next-Level Immersion

Star Wars: Galaxy's Edge



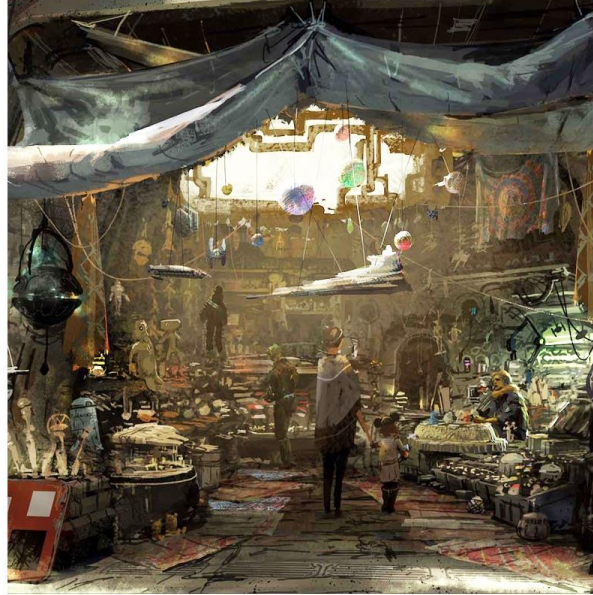
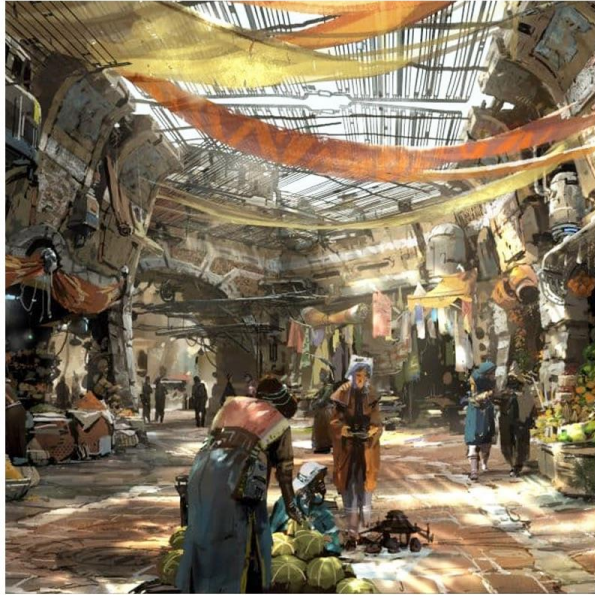
Star Wars: Galaxy's Edge



Star Wars: Galaxy's Edge



Star Wars: Galaxy's Edge



Star Wars: Galaxy's Edge



Why is This Trend Important?

Why is This Trend Important?

- Point of Differentiation from Films, Television, Malls, ect...
- The Only Entertainment Medium That Engages All 5 Senses
- Something Tangible in the Digital Age
- Brings Consumers Closer to their Favorite Brands
- One of the Only Mediums the Entire Family can Enjoy Together

Discussion

Discussion

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