







## EXPERIENCE IMAGINATION

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Since 2000, Falcon's Creative Group has been a creative services powerhouse trusted by some of the most highly recognized theme park developers and intellectual properties throughout the industry. Headquartered in Orlando, Florida, Falcon's has produced powerful themed guest experiences around the world. The company is comprised of three core divisions: Falcon's Treehouse, Falcon's Digital Media and Falcon's Licensing – each department fueled by a pioneering team of talented creative professionals that make up some of the industry's top talent.

Storytelling is the guiding force behind the Falcon's development process. Whether it's the construction of immersive environments, the creation of dynamic media content, or the realization of unique and patented ride products, the Falcon's team tirelessly works to challenge the limits of reality and fire the imagination. Here, you'll find a masterful blend of classic design expertise, cutting-edge technology, and the ever-watchful bird's eye vigilance of a forward-thinking industry innovator.

Under the bold leadership of Cecil D. Magpuri, this passionate, award-winning interdisciplinary team of artists, filmmakers, engineers, architects, designers and writers transform everyday reality, every day.





# CULTURE & STORY

There is a crucial strength of quality and character that is forged through a company's culture. From day one, our President and Chief Creative Officer, Cecil D. Magpuri, has strived to cultivate a creative studio distinguished by both its outstanding body of work and its consistently warm and collaborative methodology. In this business, we excel by championing a healthy ecosystem of bright minds, synergetic personalities, and close professional bonds.



Beyond our proud commitment to quality, innovation, and efficiency, everything we do is anchored in our recognition and respect for the mission we have been tasked by you to accomplish. Not only do we nurture the creative vision of our clients, we nurture our working relationship with them, as well. Contained within the abundance of enthusiastic feedback we have received from our collaborative partners over the years, there has been one consistent message we are always especially proud to hear. Time and time, again, our clients tell us they love working with us – with our people – with our culture.

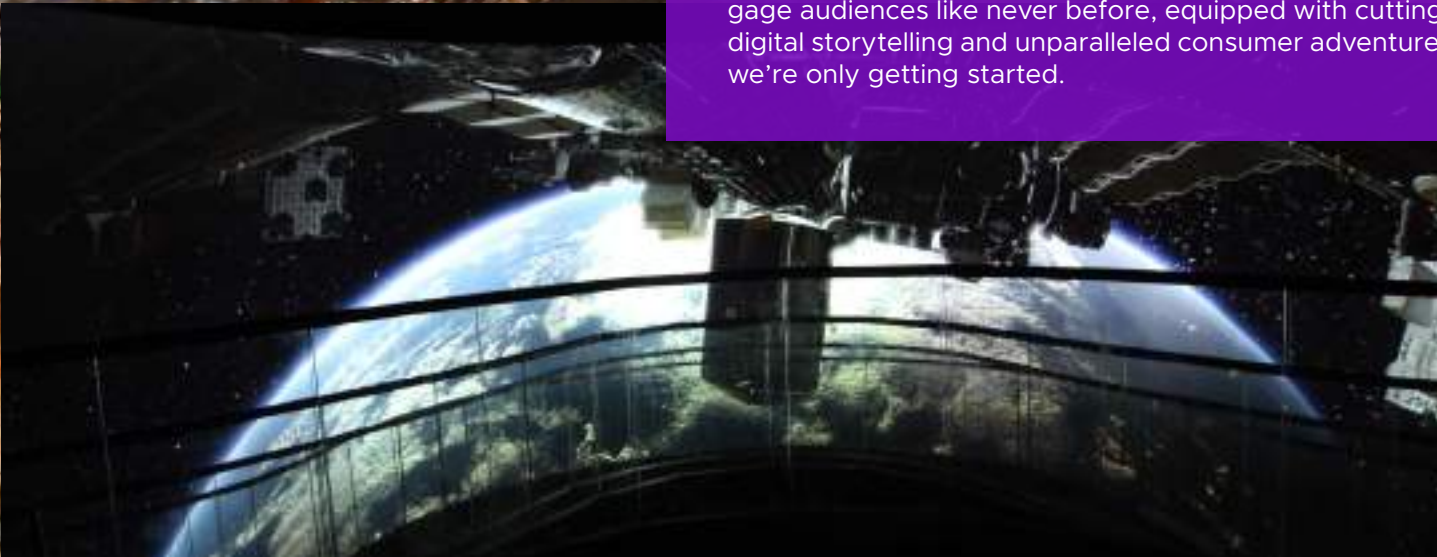
At Falcon's, we value the quality of the finished product we achieve, together, just as much as we value the quality of the journey we'll share to get there. We're storytellers and we want to tell your story. Let's dream together.



**CECIL D. MAGPURI**  
President and Chief Creative Officer



As President and Chief Creative Officer, Cecil has led Falcon's from its humble beginnings as a small design studio to the internationally recognized firm it is today – a firm which has completed projects for companies that include (in alphabetical order) Chimelong Group, Walt Disney Company, Evergrande Group, Hard Rock, Lotte Group, National Geographic, Sea World Parks and Entertainment and Universal Studios. Falcon's empowers diverse global entertainment destinations to engage audiences like never before, equipped with cutting-edge digital storytelling and unparalleled consumer adventures. And we're only getting started.







Falcon's Treehouse transforms space with breakthrough creative solutions and the latest technology. Our master planning, attraction design and special venue development deliver immersive adventures that challenge the limits of reality and create unforgettable experiences.

- Master Planning
- Attraction Design
- Hospitality Design
- Zoos & Aquariums
- Themed Retail & Restaurants
- Museums & Exhibits
- Corporate Venues
- Executive Production



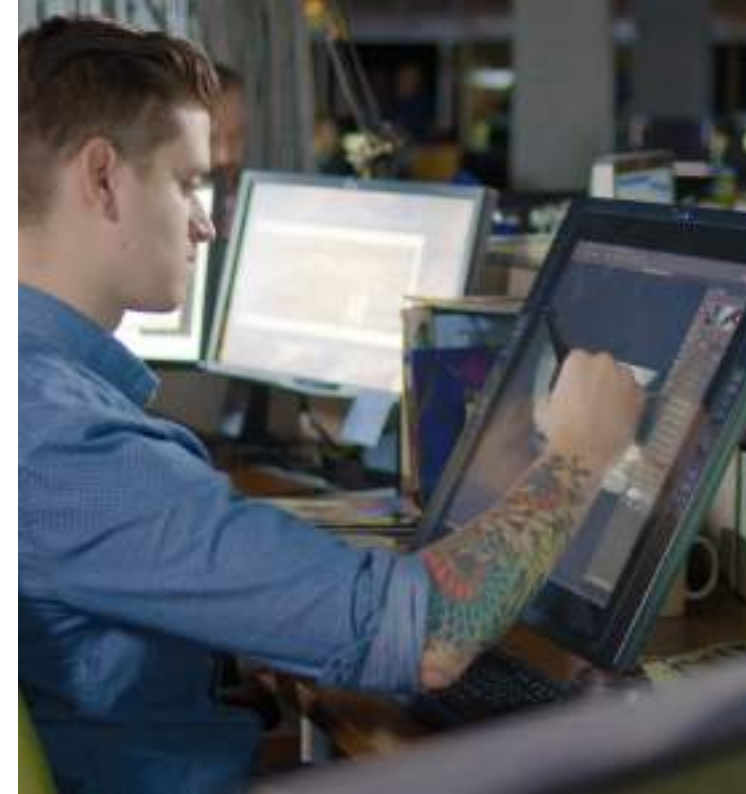
Falcon's Digital develops media, interactive and augmented reality that ignite the imagination. Our breakthrough creative content and the latest technology deliver compelling immersive stories to provide an unforgettable experience.

- Media Production
- Interactive Experiences
- Virtual Reality
- Augmented Reality
- Post-Production Sound Design
- Sound Mixing
- Sound Production Studio



Falcon's Licensing provides access to unparalleled attraction systems, media content and intellectual property. Put the strength of our breakthrough creative solutions to work for you and provide your guests with an unforgettable experience.

- Product Licensing
- Media Licensing







2000

Founding of Falcon's by Cecil D. Magpuri



2001

AT&T New Global Neighborhood completed as Falcon's first project ever at Disney's EPCOT



2003

Hard Rock Vault opens, a rock and roll museum located in Orlando



2005

Curse of DarKastle opens at Busch Gardens Williamsburg



2009

Dragon's Treasure at City of Dreams Macau opens



2010

Inspiration of Flight dark ride opens at the 2010 Shanghai World Expo



2012

TurtleTrek at SeaWorld Orlando opens



2013

Ocean Avenue Media Canopy debuts at Chimelong's Ocean Kingdom Theme Park



2015

Falcon's Treehouse officially rebrands to Falcon's Creative Group and introduces the Falcon's Digital Media and Falcon's Licensing brands



2016

IMG Worlds of Adventure and Heroes and Legends at Kennedy Space Center Visitor Complex open



2017

Lions Gate Zone at MOTIONGATE™ Dubai, National Geographic Encounter: Ocean Odyssey in Times Square NYC, and National Geographic Museum's Tomb of Christ: The Church of the Holy Sepulchre Experience open



2018

Battle for Eire at Busch Gardens Williamsburg and ATLANTIS Sanya in Hainan, China open

Courtesy of Lions Gate Entertainment Inc.





*Chimelong Ocean Kingdom  
Ocean Avenue Media Canopy*

SELECTED  
PROJECTS





Williamsburg, Virginia, U.S.A.

## BATTLE FOR EIRE

### 360° ACTION VR RIDE

Battle for Eire is a groundbreaking, multi-sensory virtual reality motion simulator ride located in the Ireland area of the Busch Gardens Williamsburg theme park.

Falcon's Creative Group was contracted by SeaWorld Parks & Entertainment to provide a turnkey solution including all the media and sound production throughout the attraction as well as the revolutionary virtual reality hardware.

Falcon's worked with our partners to supply a custom solution which was optimized for theme park operations, specifically addressing capacity and hygiene for a high-volume application.

The attraction artfully blends storytelling, technology, and traditional Irish lore into a captivating adventure that puts riders right in the middle of an epic battle. Riders are taken on an immersive virtual journey soaring through the lush Irish landscapes of the Otherworld to help the last remaining fairy guardian save the magic of Ireland from the dark forces of a wicked villain.

**Client:** SeaWorld Parks & Entertainment

**Location:** Williamsburg, Virginia, U.S.A.

SEAWORLD PARKS  
& ENTERTAINMENT

Busch  
Gardens  
WILLIAMSBURG, VA

## SERVICES

- Storyline Development
- Media/Audio Production
- System Design
- Project Management
- VR Product Installation & Supervision



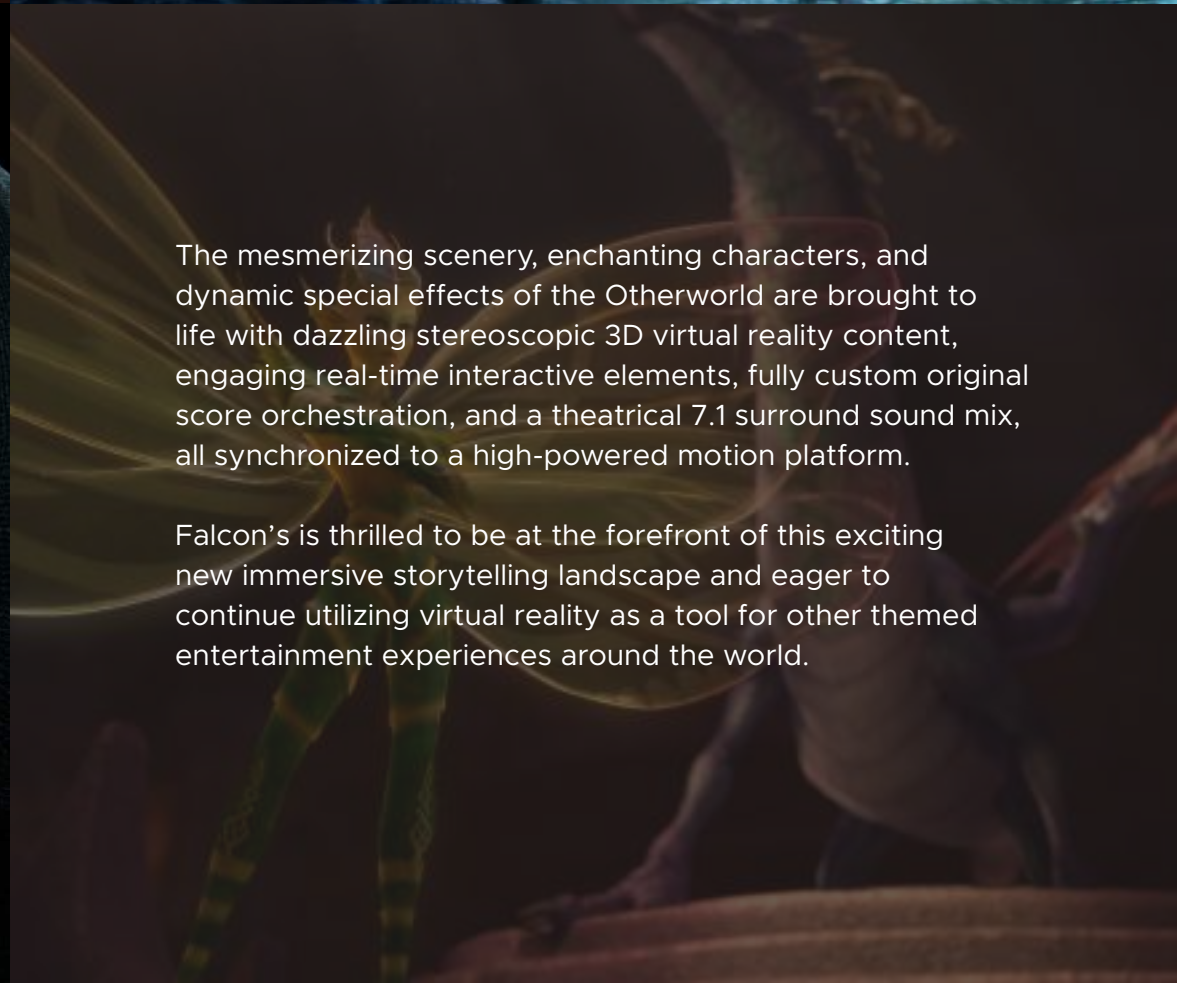




The inventive two-stage virtual reality headset design separates the head mount from the display, allowing each rider to comfortably affix their "Emerald Mask" (head mount) during a Pre-Show experience, and then magnetically attach their "Enchanted Lens" (virtual reality display) once seated safely inside the motion simulator. After each use, the head mounts are collected and industrially washed before being re-distributed.







The mesmerizing scenery, enchanting characters, and dynamic special effects of the Otherworld are brought to life with dazzling stereoscopic 3D virtual reality content, engaging real-time interactive elements, fully custom original score orchestration, and a theatrical 7.1 surround sound mix, all synchronized to a high-powered motion platform.

Falcon's is thrilled to be at the forefront of this exciting new immersive storytelling landscape and eager to continue utilizing virtual reality as a tool for other themed entertainment experiences around the world.





Washington, D.C., U.S.A.

## NATIONAL GEOGRAPHIC MUSEUM TOMB OF CHRIST: THE CHURCH OF THE HOLY SEPULCHRE EXPERIENCE

The National Geographic Museum in Washington DC features an impressive rotation of immersive temporary exhibitions. In November 2017, the museum became home to its first 3D virtual exhibition, "Tomb of Christ: The Church of the Holy Sepulchre Experience", an immersive and fascinating journey through the incredible beauty and dramatic history of what is believed to be the ancient site of Jesus Christ's burial and resurrection.

**Client:** National Geographic Society

**Location:** Washington D.C., USA

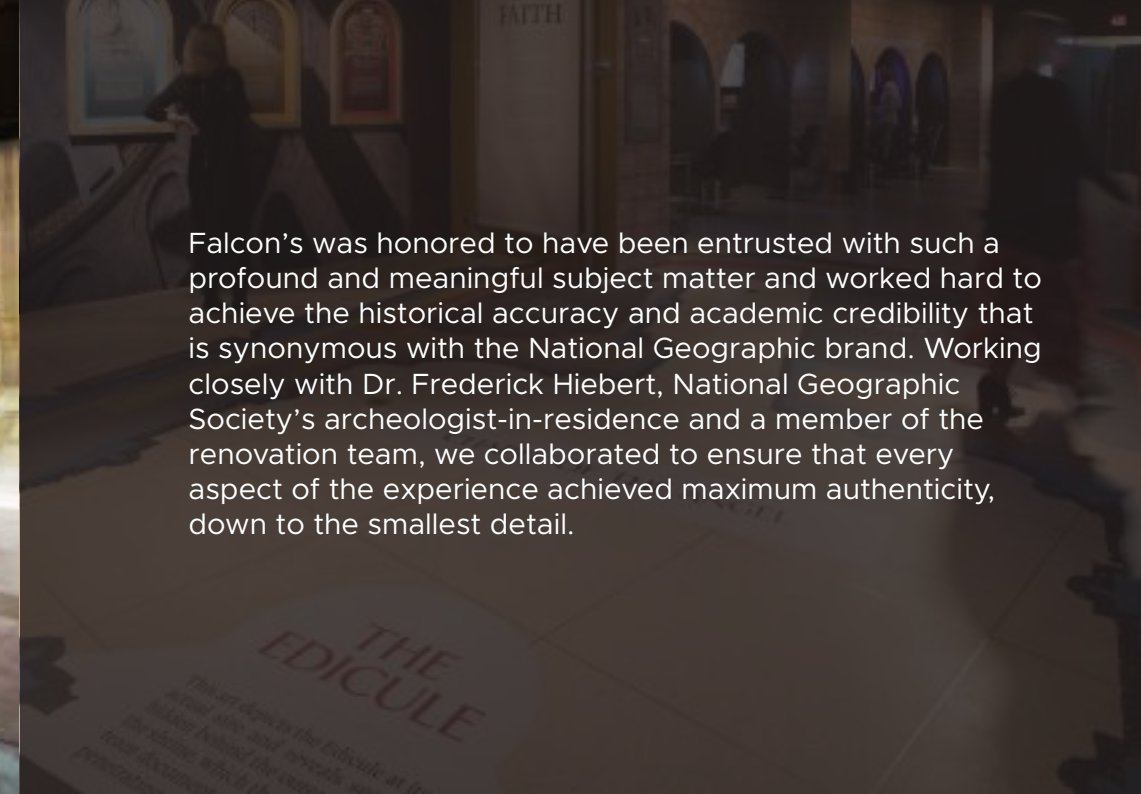


## SERVICES

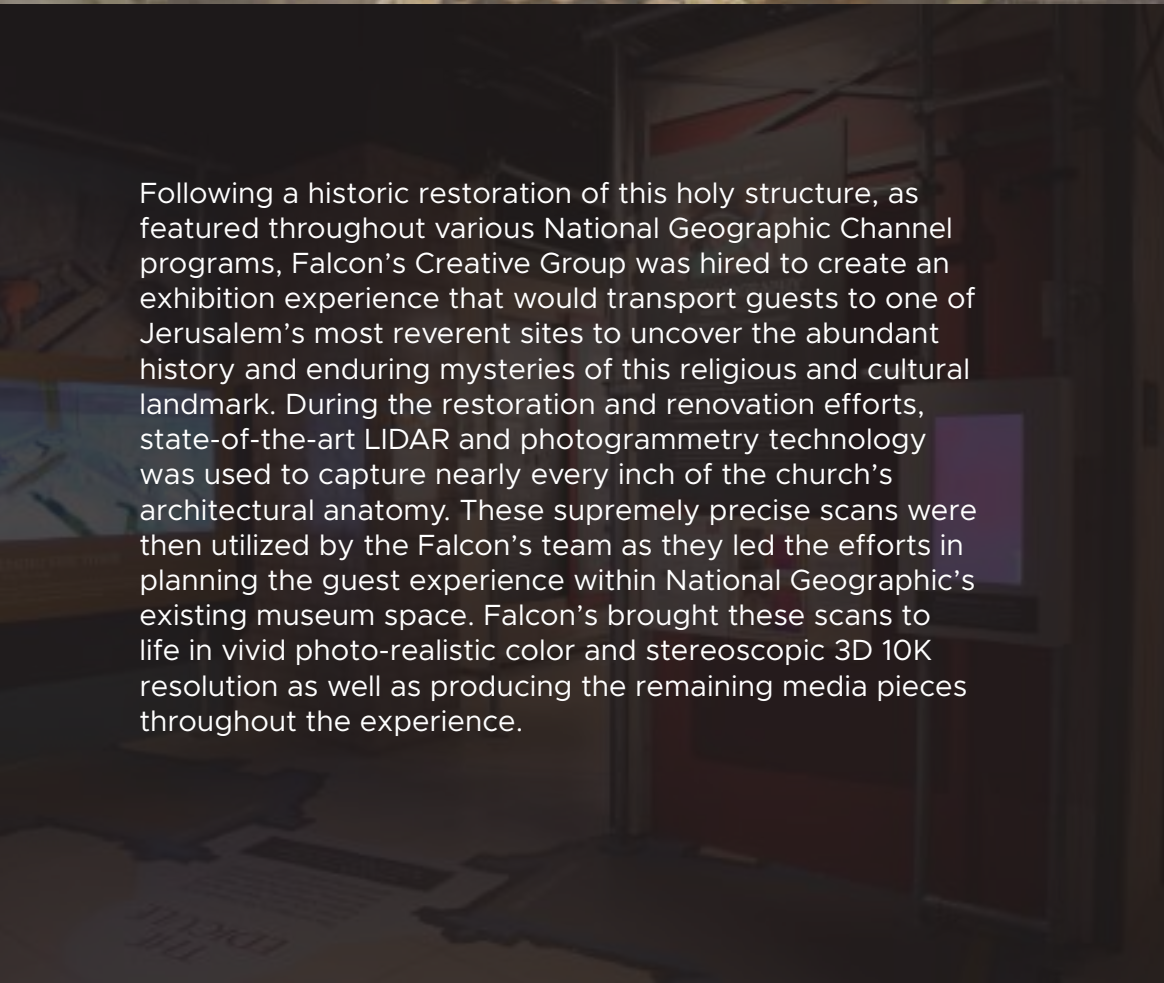
- Attraction Design
- Media/Audio Production
- Project Management
- Creative Guardianship





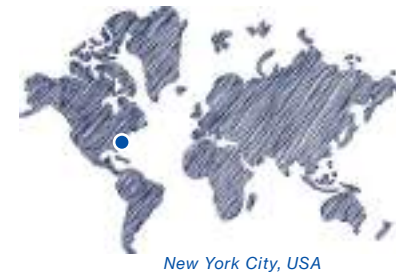


Falcon's was honored to have been entrusted with such a profound and meaningful subject matter and worked hard to achieve the historical accuracy and academic credibility that is synonymous with the National Geographic brand. Working closely with Dr. Frederick Hiebert, National Geographic Society's archeologist-in-residence and a member of the renovation team, we collaborated to ensure that every aspect of the experience achieved maximum authenticity, down to the smallest detail.



Following a historic restoration of this holy structure, as featured throughout various National Geographic Channel programs, Falcon's Creative Group was hired to create an exhibition experience that would transport guests to one of Jerusalem's most reverent sites to uncover the abundant history and enduring mysteries of this religious and cultural landmark. During the restoration and renovation efforts, state-of-the-art LIDAR and photogrammetry technology was used to capture nearly every inch of the church's architectural anatomy. These supremely precise scans were then utilized by the Falcon's team as they led the efforts in planning the guest experience within National Geographic's existing museum space. Falcon's brought these scans to life in vivid photo-realistic color and stereoscopic 3D 10K resolution as well as producing the remaining media pieces throughout the experience.





## NATIONAL GEOGRAPHIC ENCOUNTER: OCEAN ODYSSEY

National Geographic Encounter: Ocean Odyssey is a groundbreaking, immersive new entertainment experience in the heart of Times Square. This breathtaking, interactive underwater journey uses cutting-edge technology to transport guests to extraordinary places and rarely witnessed moments in nature.

Falcon's Creative Group was tasked by SPE Partners to transport visitors from the busy city streets of New York City to the deep realms of the ocean through full design services, media pre-production and development of interactives. Falcon worked closely with SPE Partners and National Geographic's marine biologists to ensure every aspect of the experience be as authentic as possible. In every chamber, as guests pass through the diverse biomes of the ocean, they experience a revolutionary way to be educated and inspired.

**Client:** SPE Partners

**Location:** New York City, USA

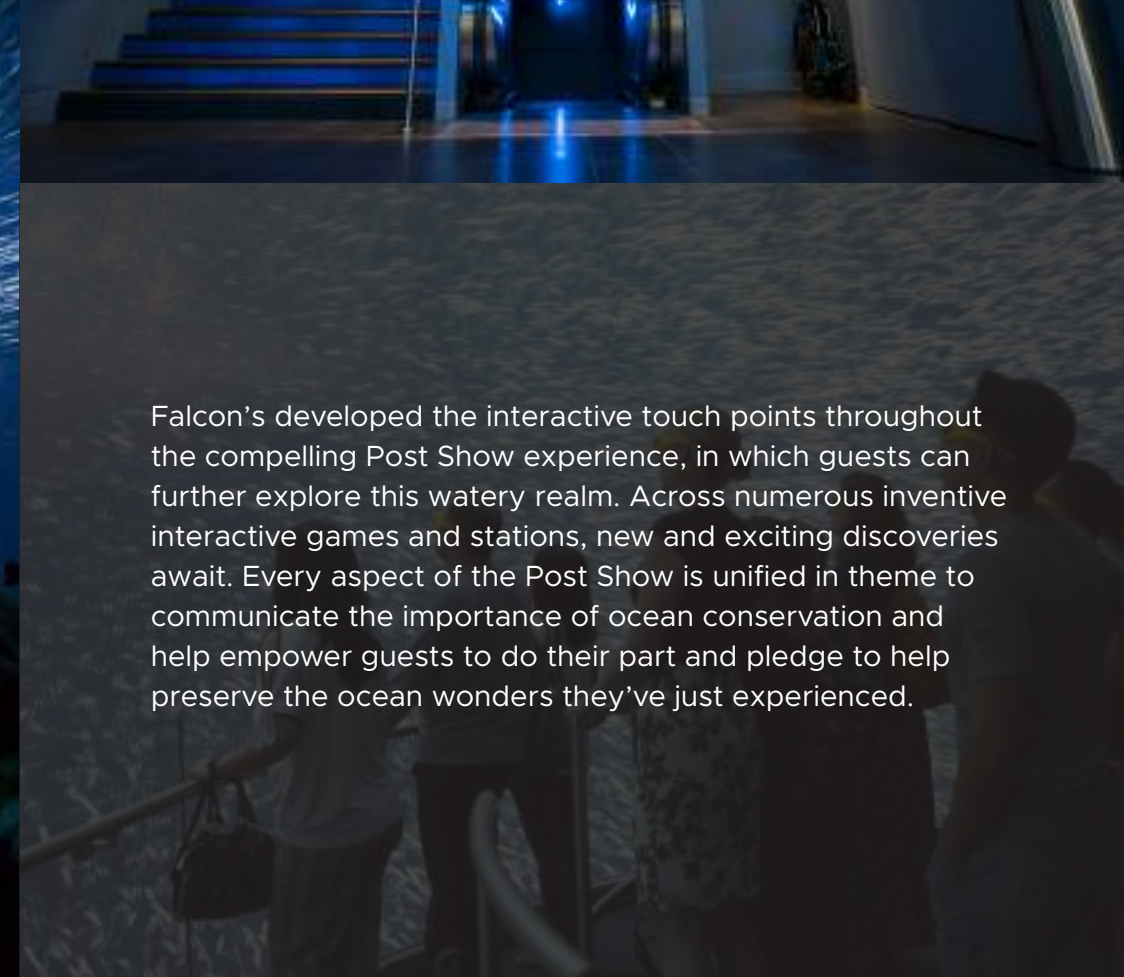


## SERVICES

- Attraction Design
- Media/Audio Production
- Project Management
- Art Direction
- Installation Supervision
- Interactives







Falcon's developed the interactive touch points throughout the compelling Post Show experience, in which guests can further explore this watery realm. Across numerous inventive interactive games and stations, new and exciting discoveries await. Every aspect of the Post Show is unified in theme to communicate the importance of ocean conservation and help empower guests to do their part and pledge to help preserve the ocean wonders they've just experienced.





# THE HUNGER GAMES



Dubai, United Arab Emirates

## LIONSGATE ZONE AT MOTIONGATE™ DUBAI

This four million square foot resort destination consists of five distinct Zones: Studio Central, Columbia Pictures, Smurfs Village, DreamWorks, and Lionsgate. MOTIONGATE™ invites guests to go beyond the screen, and welcomes you to a world where you play the hero and relive your favorite Hollywood movies.

Falcon's Creative Group was selected as the master planner and creative guardian of the Lionsgate Zone located at MOTIONGATE™, working closely with DXB Entertainments and Lionsgate to achieve a pristine experience straight out of the movies. In particular, Falcon's was selected to take on the challenge of bringing the Hunger Games film franchise to reality. Falcon's scope of services for this project included creative guardianship, master planning, attraction design, media/audio production, and executive production for monumental media-based attractions. Along the way, Falcon's had to carefully protect the style of the Hunger Games films, adding depth and dimension while combining an exciting storyline for the overarching experience.

**Client:** MOTIONGATE™ Dubai

**Location:** Dubai, United Arab Emirates

**motiongate™**  
DUBAI

## SERVICES

- Master Planning
- Attraction Design
- Media/Audio Production
- Themed Retail
- Themed Restaurants
- Creative Guardianship
- Project Management
- Art Direction
- Installation Supervision
- Ride Programming



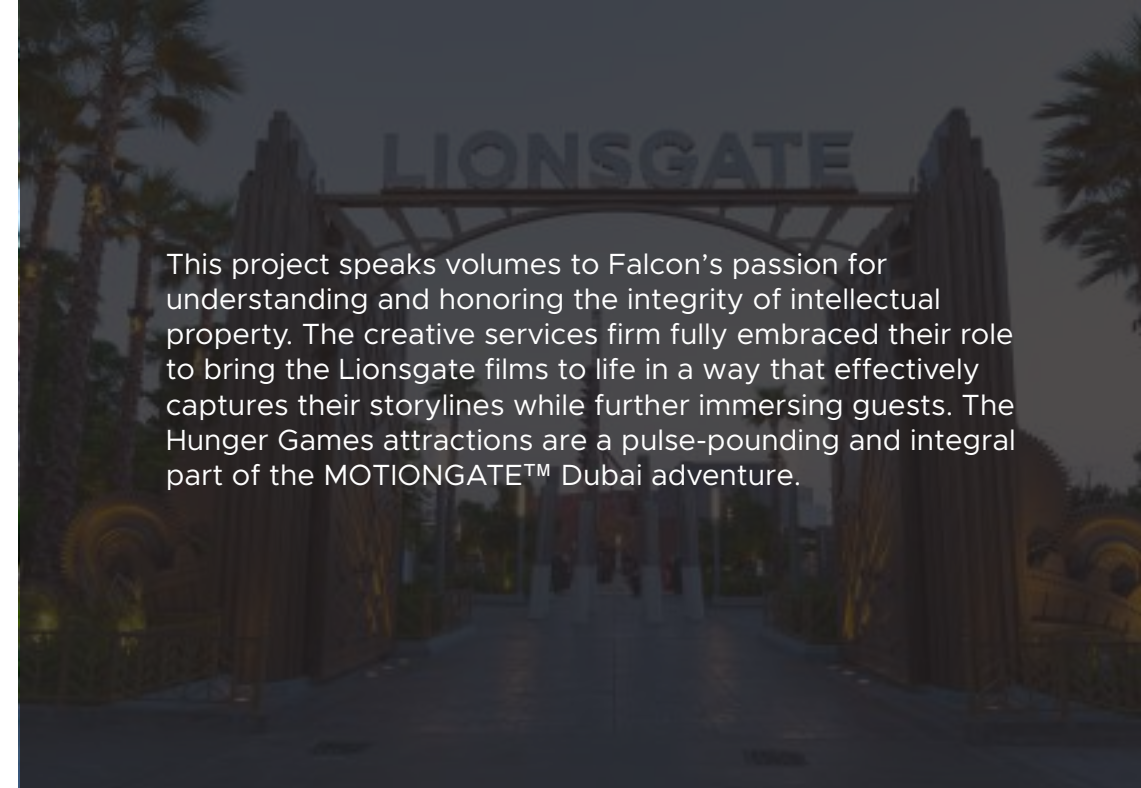




“ The team beautifully brought the Hunger Games film franchise to reality, creating engaging, overarching storylines and immersive experiences that thrill and delight visitors. Guests are truly transported into the fast-paced, action-fueled world of Hunger Games as soon as they walk through the gates. ”

- Michael Carroll  
Director Media Production, Media Systems, R&D  
DXB Entertainments

Courtesy of Lions Gate Entertainment Inc.



This project speaks volumes to Falcon's passion for understanding and honoring the integrity of intellectual property. The creative services firm fully embraced their role to bring the Lionsgate films to life in a way that effectively captures their storylines while further immersing guests. The Hunger Games attractions are a pulse-pounding and integral part of the MOTIONGATE™ Dubai adventure.

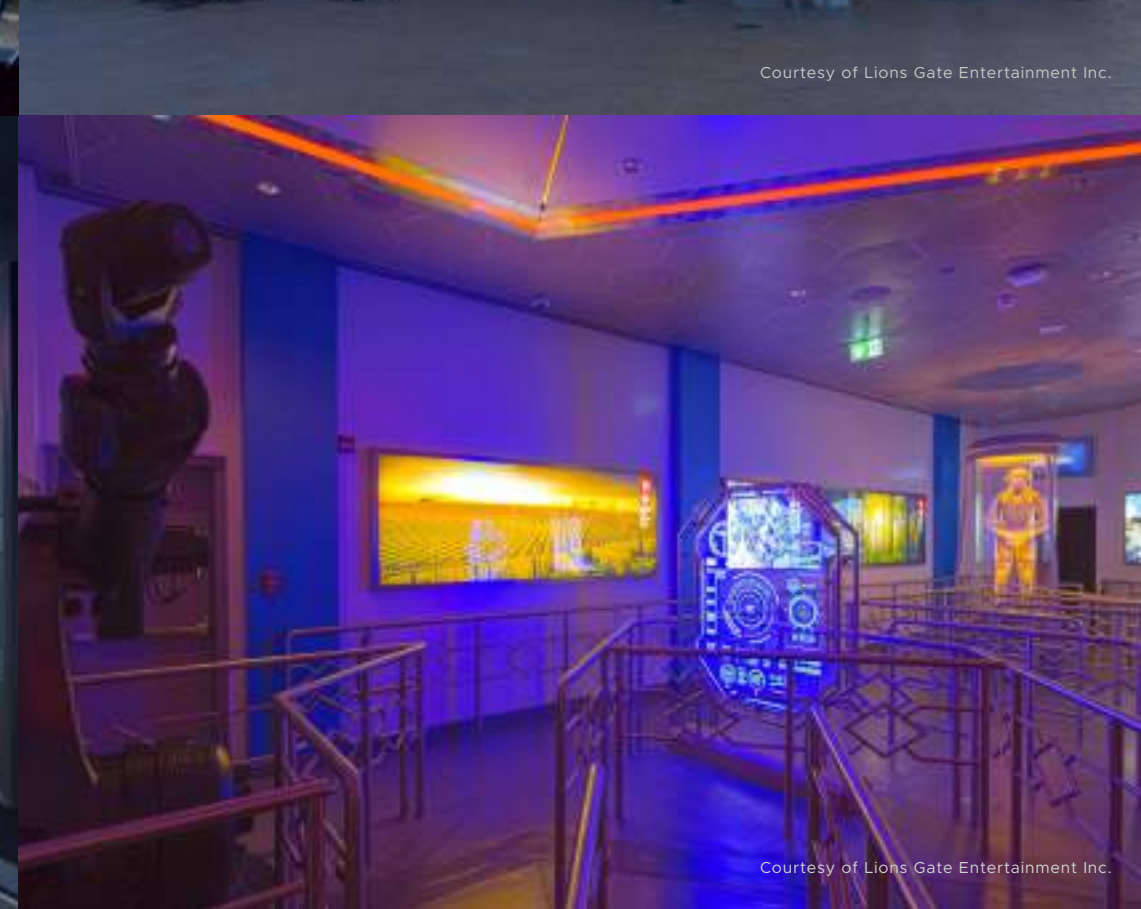


Courtesy of Lions Gate Entertainment Inc.



Courtesy of Lions Gate Entertainment Inc.









Dubai, United Arab Emirates

## IMG WORLDS OF ADVENTURE

IMG Worlds of Adventure is a 1.5 million square foot entertainment destination, consisting of four themed zones including MARVEL, Cartoon Network, Lost Valley – Dinosaur Adventure, and IMG Boulevard. The indoor park features a unique array of adrenaline-pumping roller coasters, thrill rides, and spine-tingling attractions based on popular Cartoon Network characters, iconic MARVEL Super Heroes, and incredible dinosaurs. IMG Worlds of Adventure is also home to a number of world-firsts, a variety of themed retail stores, exclusive dining venues, and a 12-screen state-of-the-art cinema.

**Client:** IMG Group

**Location:** Dubai, United Arab Emirates



## SERVICES

- Master Planning
- Attraction Design
- Media/Audio Production
- Themed Retail
- Themed Restaurants
- Creative Guardianship
- Executive Production
- Project Management
- Art Direction
- Installation Supervision
- Ride Programming
- Ride System Licensing







Falcon's has been intimately involved in making IMG Worlds of Adventure a living, breathing entertainment landmark. Falcon's has had a hand in every facet of the creation, including master planning, attraction design, media production, ride system licensing, and interior design of retail and food and beverage.







# FEATURED ATTRACTION DESIGN

## AVENGERS: BATTLE OF ULTRON : 4D DARK RIDE

Falcon's provided creative and production resources to many of IMG Worlds of Adventure's groundbreaking, high profile guest experiences, the firm's involvement with the Avengers: Battle of Ultron attraction has garnered special attention. MARVEL's characters are beloved and emulated the world over, and getting the MARVEL spirit just right was not a simple task. In short, all eyes were on Falcon's to pull this project off.

The team pooled all their heart and design wisdom to create a media-based attraction without equal. This marquee Avengers attraction uses the absolute best in storytelling and media integration to astound guests of all ages, as they stand side-by-side with Captain America, Thor, and Iron Man to protect the world from the notorious Ultron.







HULK EPSILON BASE 3D  
CircuMotion® Theater



SPIDER-MAN DOC OCK'S REVENGE  
Spinning Coaster







In addition, IMG Worlds of Adventure features Cartoon Network brands such as The Amazing World of Gumball, Adventure Time, The Powerpuff Girls, Ben 10 and LazyTown. With media-based attractions including Ben 10 5D Hero Time and The Amazing Ride of Gumball, the Cartoon Network zone includes a wide variety of attractions for all ages.



ADVENTURE TIME : THE RIDE OF OOO WITH FINN & JAKE  
Dark Ride







THE AMAZING RIDE OF GUMBALL  
4D Interactive Dark Ride



BEN 10 5D HERO TIME  
5D Theater

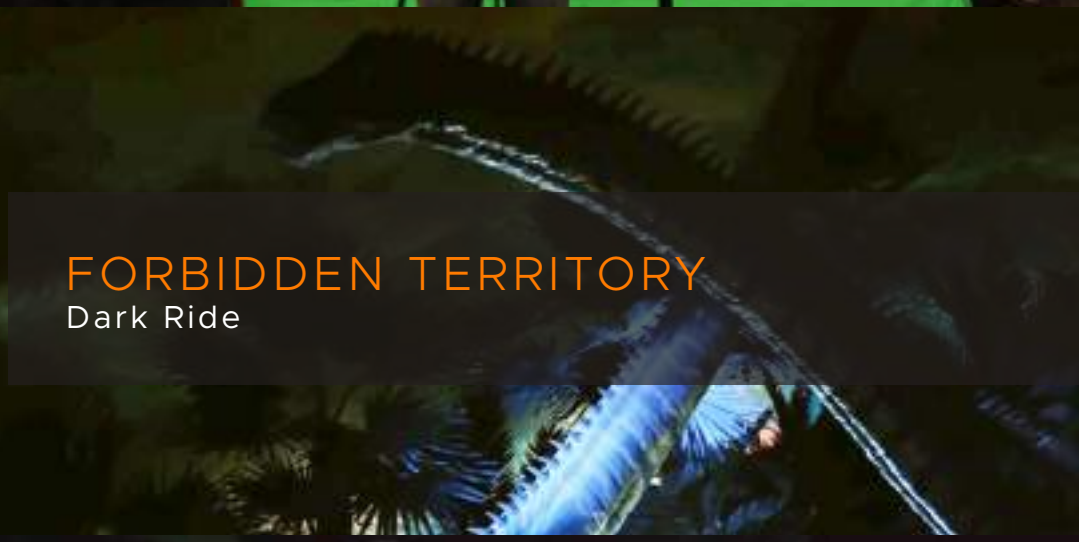


PLEASE PUT ON YOUR 3D GLASSES





The Lost Valley Dinosaur Adventure, a custom intellectual property of IMG Worlds of Adventure, truly thrills guests, taking them through the loops, and launches of two world-class coasters, Velociraptor and Predator, as well as Forbidden Territory another media based attraction based in the pre-historic world of Lost Valley. Lost Valley is truly a hair-raising homage to the titans that roamed the earth millions of years ago.



FORBIDDEN TERRITORY  
Dark Ride







THE VELOCIRAPTOR  
Launch Coaster

HAUNTED HOTEL  
Haunted Walkthrough





THEMED RESTAURANTS









# HEROES AND LEGENDS



UNITED STATES  
ASTRONAUT HALL OF FAME



Space Coast, Florida, U.S.A.

## HEROES AND LEGENDS FEATURING THE U.S. ASTRONAUT HALL OF FAME

Heroes and Legends featuring the U.S. Astronaut Hall of Fame located at Kennedy Space Center Visitor Complex celebrates the power that ordinary people have to rise up and become heroes, finding the courage to explore what lies beyond. This immersive storytelling experience allows guests to follow in the footsteps of those who first dared to bravely explore humanity's greatest frontier: Space.

Falcon's Creative Group provided a multitude of services that ignited the creative pulse of this landmark attraction and museum experience, including attraction design, media production, on-site project management and technical integration.

**Client:** Delaware North Companies

**Location:** Kennedy Space Center Visitor Complex, Florida, USA.



## SERVICES

- Master Planning
- Attraction Design
- Media/Audio Production
- Executive Production
- Project Management
- Art Direction
- Installation Supervision
- Ride Programming





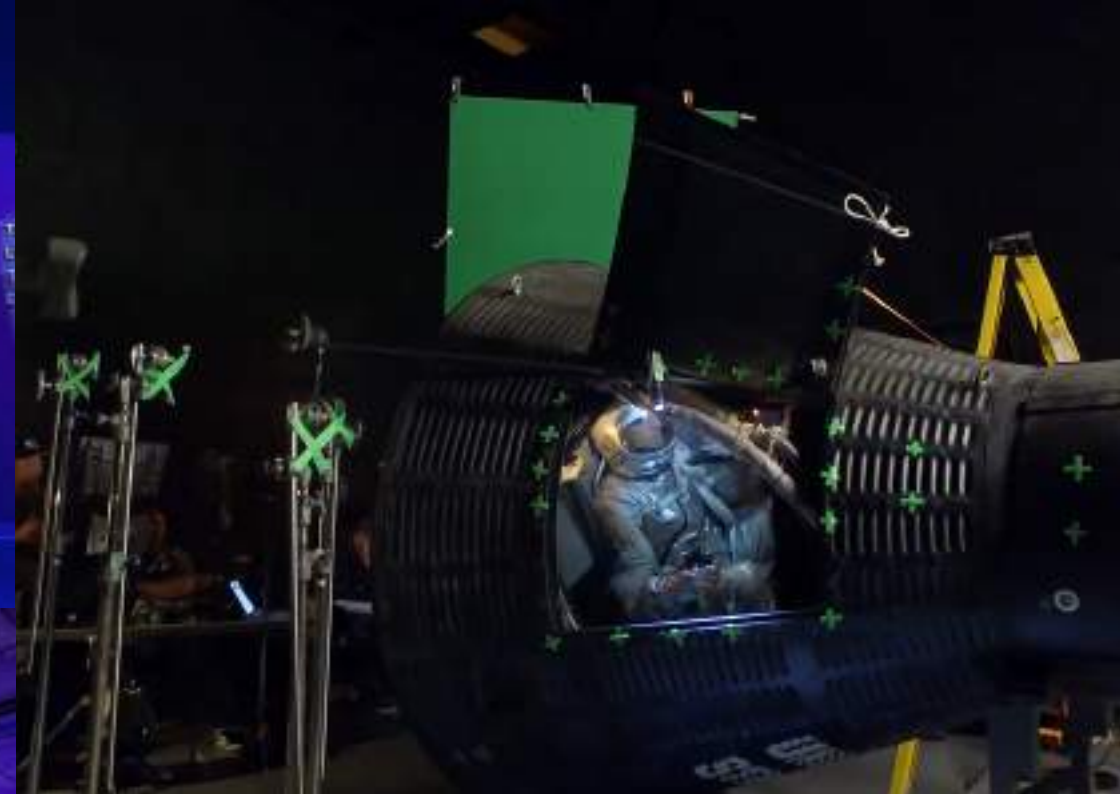


Falcon's Creative Group developed the concept design for Heroes and Legends, including sleek architecture and a sweeping ramp that simulate the journey to the stars, with a slingshot maneuver through the Rocket Garden. Guests encounter a stunning 360° Discovery Bay, where they learn how society defines heroism.



Falcon's harnessed their media wizardry in the Heroes Chamber, where vibrant visuals, sounds, and effects wrap around and below guests in a one-of-a-kind omni-directional voyage through the eyes of an astronaut.





The *Interactive Exhibit* floor taps into holograms to change the way that guests interact with memorabilia and artifacts. The U.S. Astronaut Hall of Fame crowns this attraction complex, allowing guests to interact virtually with nearly 100 astronaut heroes inducted to date. Falcon's provided awe-inspiring storytelling, cutting edge elements, and special effects to help ignite heroic spirit within us all.







Hainan Island, China

## ATLANTIS SANYA

In 2013, Fosun International Limited announced their plans to develop a new Atlantis Resort along the Haitang Bay National Coast in China. The project is in collaboration with Kerzner International, who has developed Atlantis Resorts in The Palm, Dubai, and Paradise Island, Bahamas. Falcon's is proud to announce their involvement with this project by providing thematic and interior design services for Atlantis' newest latest destination, as well as art directing their designs as they come to life onsite.

Atlantis Sanya will overlook the beautiful South China Sea and offer the Aquaventure Water Park, The Lost Chambers Aquarium, world-class dining experiences, luxury boutiques and extensive beaches. The Aquaventure Waterpark and Lost Chambers Aquarium will be the primary focus of Falcon's scope of services.

**Client:** Fosun International Limited

**Location:** Hainan Island, China

## SERVICES

- Master Planning
- Aquarium Design
- Executive Production
- Project Management
- Art Direction
- Installation Supervision





“ We spent a lot of time searching for the best firm to support with the themed design and development of our Atlantis Sanya project. Throughout the project, Falcon’s has always executed above and beyond what they promised and we look forward working with them on other large scale entertainment projects in the future. ”

- Andrew Zhao  
Chief Architect/Deputy GM,  
FOSUN Tourism & Commercial Group





## LOTTE WORLD ADVENTURE SHENYANG

For 26 years, Lotte World's Seoul themed recreation complex has shown a track record of longstanding success, welcoming over 7.5 million guests per year. When the company decided to branch out into their first international park, Lotte World Adventure Shenyang, they needed inspired partners to ensure that this world-class destination would be every bit as spectacular as Lotte's guests have come to expect. For this reason, Lotte World partnered with the potent imaginative forces of Falcon's Creative Group.

Falcon's has been along for the entire incredible journey of this project's development. The team's scope of services included concept master planning, which carried forward into a comprehensive range of attraction design, media production, and executive production services. In addition to Falcon's continued involvement in the master plan of the project, the team designed a new Spheron® Theater attraction which incorporates Lotte's intellectual property, Wizard's Apprentice, to be produced in 3D.

**Client:** Lotte World  
**Location:** Shenyang, China



Shenyang, China

## SERVICES

- Master Planning
- Attraction Design
- Media/Audio Production
- Executive Production
- Project Management
- Installation Supervision
- Ride Programming









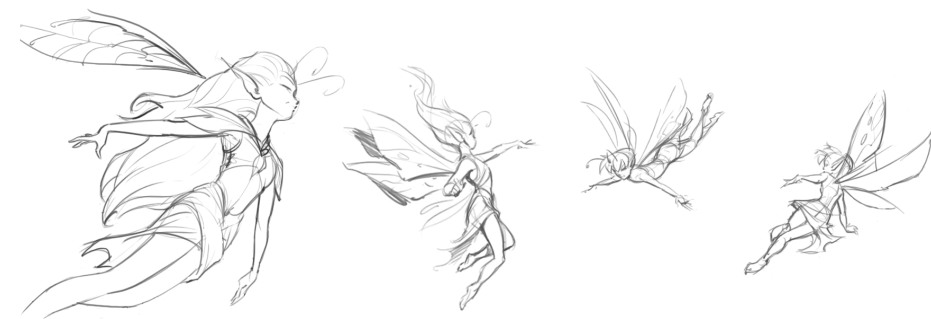


FEATURED  
ATTRACTION DESIGN



WIZARD'S APPRENTICE - SPHERON® THEATER

*Wizard's Apprentice* utilizes a 360°/3D venue to tell the story of the legendary gathering of the world's greatest wizards at the International Wizards Fair. Guests experience the imagination and magical potential of the Royal Wizard and his apprentice while they attempt to control a mighty spellbook gone awry. This premier indoor theme park, saturated with magic and imagination, is a perfect environment for Falcon's creativity and collaborative expertise to soar.







## CHIMELONG OCEAN KINGDOM

Chimelong Ocean Kingdom is a Thea award-winning destination in Zhuhai, China, a joyful celebration of humanity's relationship with the ocean and its creatures, replete with fun-filled themed zones, exotic animal exhibits, exhilarating rides, and immersive theater shows, parades, and enriched media spectacles. Two of Chimelong Ocean Kingdom's most celebrated elements are Ocean Avenue's immense Media Canopy and the Deep Sea Odyssey aquarium adventure attraction. Falcon's was the visionary force behind media and design services for these attractions which are enjoyed by thousands of guests daily.

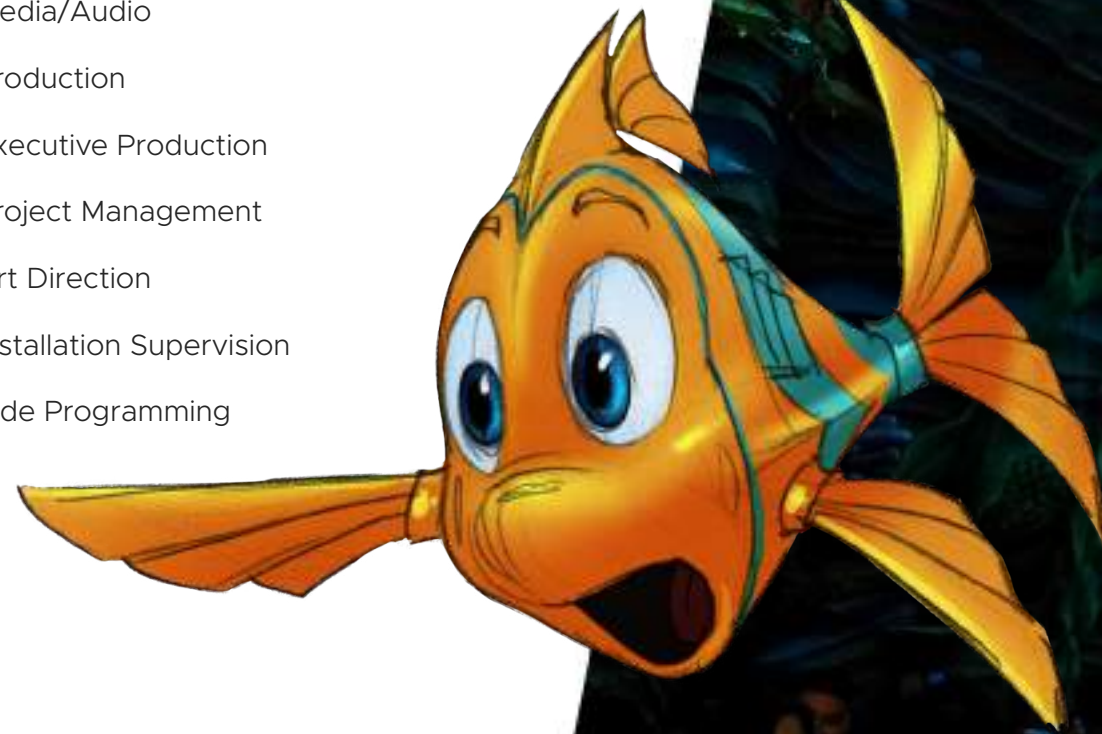
Situated over Ocean Avenue, the park's main entry and retail boulevard, the giant Media Canopy acts as the theme park's welcome experience in the morning and exit experience at the end of the day. It is a truly unique multimedia extravaganza. On this unprecedented overhead canvas, over 300 feet long and 100 feet wide, five distinct visual storylines delight guests with custom characters, environments, and styles.

**Client:** The Chimelong Group

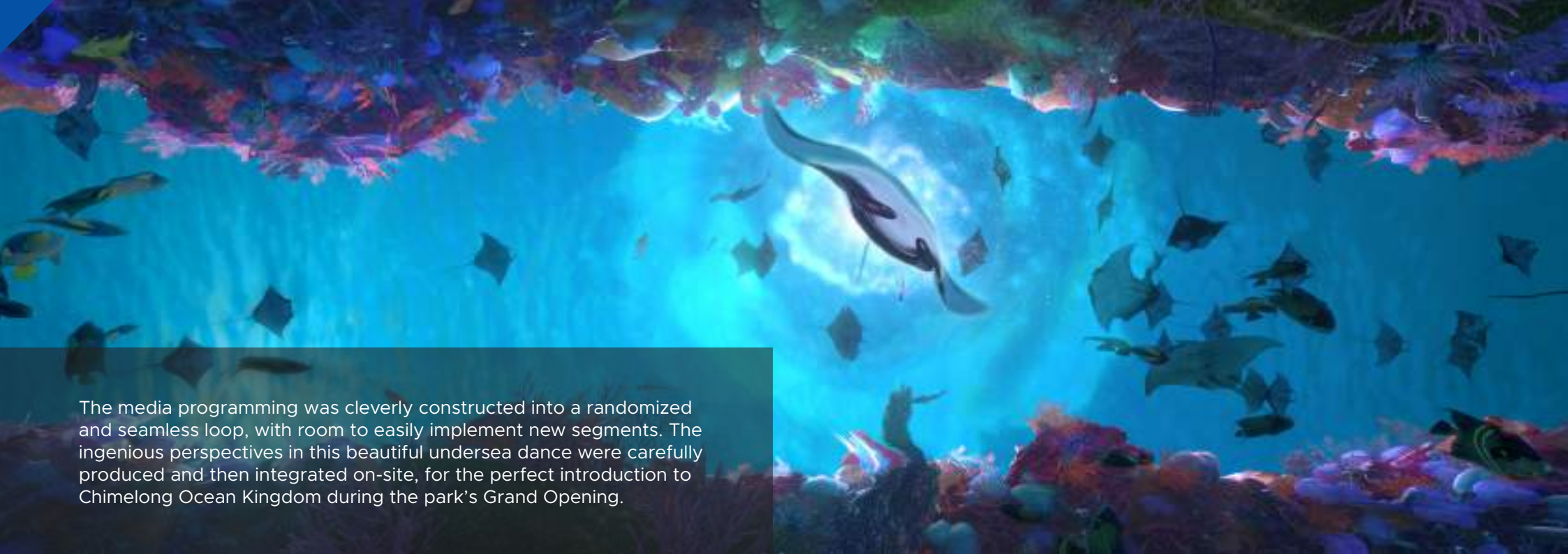
**Location:** Zhuhai, China

## SERVICES

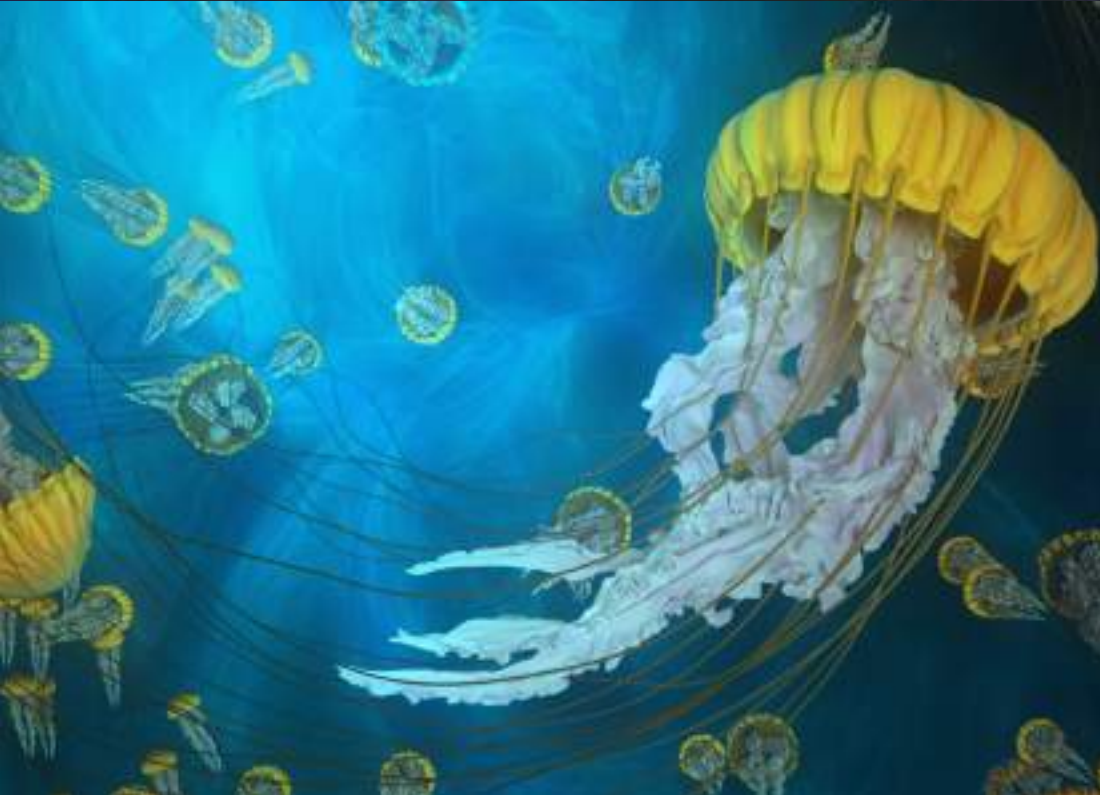
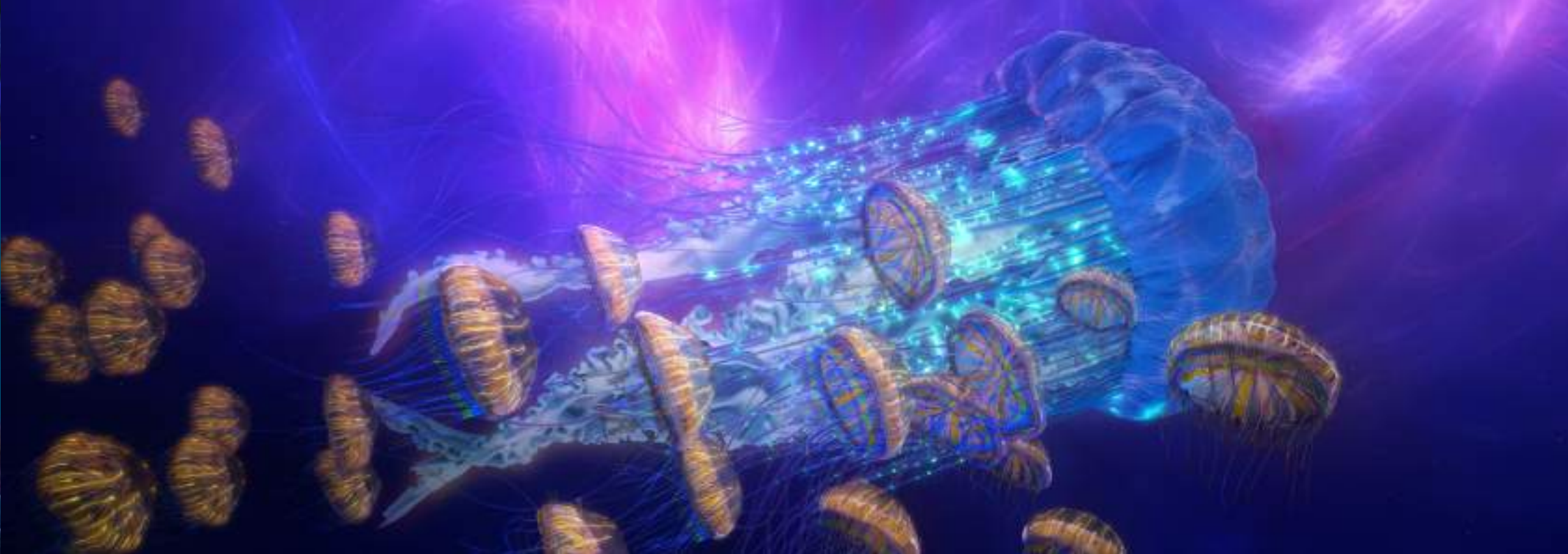
- Attraction Design
- Media/Audio
- Production
- Executive Production
- Project Management
- Art Direction
- Installation Supervision
- Ride Programming







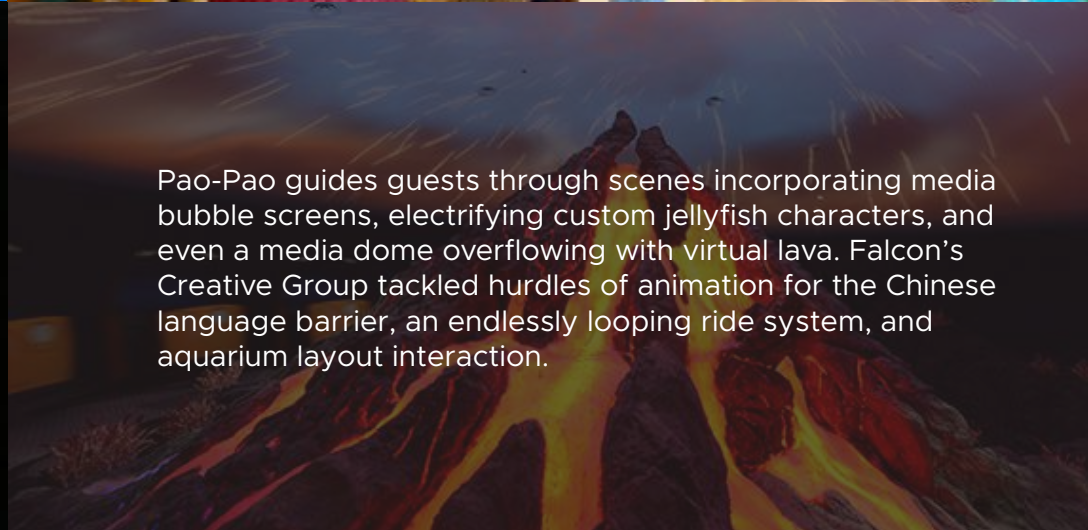
The media programming was cleverly constructed into a randomized and seamless loop, with room to easily implement new segments. The ingenious perspectives in this beautiful undersea dance were carefully produced and then integrated on-site, for the perfect introduction to Chimelong Ocean Kingdom during the park's Grand Opening.







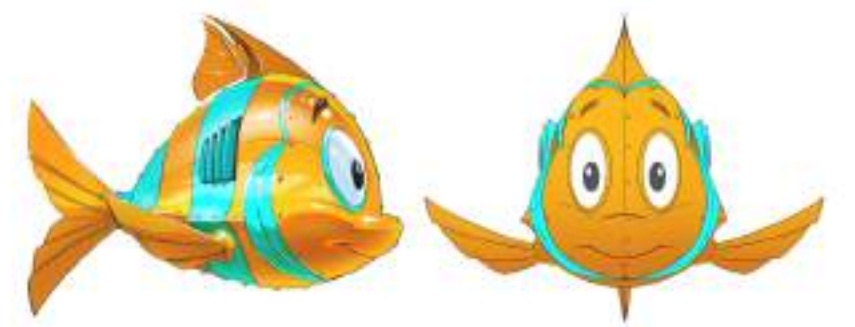
# FEATURED ATTRACTION DESIGN



Pao-Pao guides guests through scenes incorporating media bubble screens, electrifying custom jellyfish characters, and even a media dome overflowing with virtual lava. Falcon's Creative Group tackled hurdles of animation for the Chinese language barrier, an endlessly looping ride system, and aquarium layout interaction.

## DEEP SEA ODYSSEY - DARK RIDE

Deep Sea Odyssey quickly proved to be one of Chimelong Ocean Kingdom's marquee attractions. Deep Sea Odyssey takes visitors on an immersive scenic underwater experience, featuring a combination of themed scenes, animated media content, and breathtaking glimpses of a Guinness World Record-setting aquarium full of tropical fish. The attraction is located under the park's signature whale shark icon, and is narrated by Pao-Pao, an adorable character who is part-fish, part-mechanical submarine.







## DRAGON'S TREASURE™

Dragon's Treasure™ tells the mythical story of the dragon kings and the fabled pursuit of the mystical pearl. Dragon's Treasure™ was rendered in a format that envelops the audience physically and emotionally. A groundbreaking Bubble Theater is the setting for a beautiful cinematic journey beneath the water, inside of the world-renowned City of Dreams Casino.

As the story begins, audiences embark on a larger-than-life excursion and are submerged at the underwater palace of the mythical Jade Emperor. An engaging display of beauty and wonder unfolds against this fantastic backdrop as a quartet of dragon kings are awakened from their ancient slumber by a curious jade-colored carp. The incredible visual feast culminates in a breathtaking optical spectacle, as the audience receives a mystical blessing of good fortune.

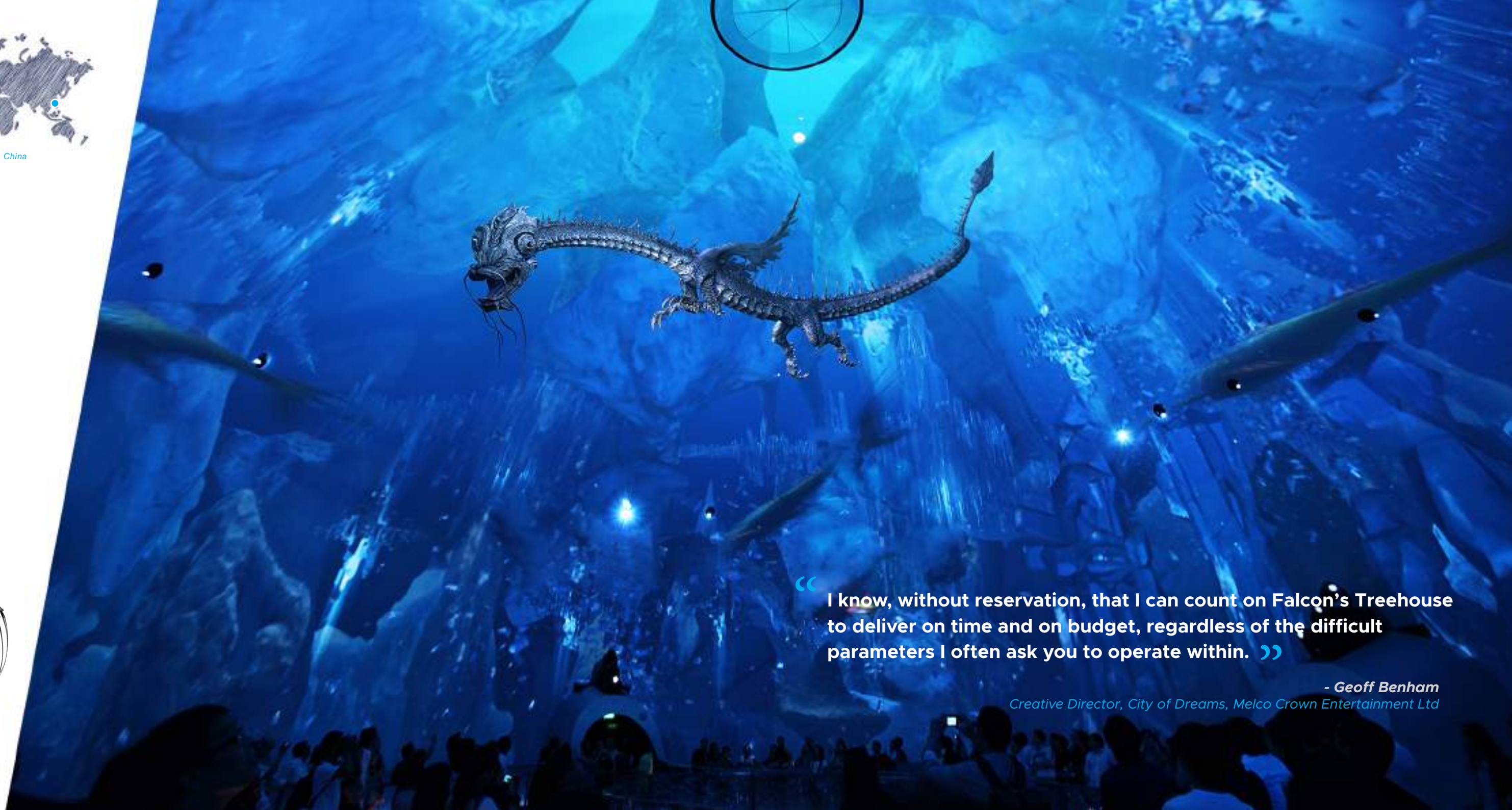
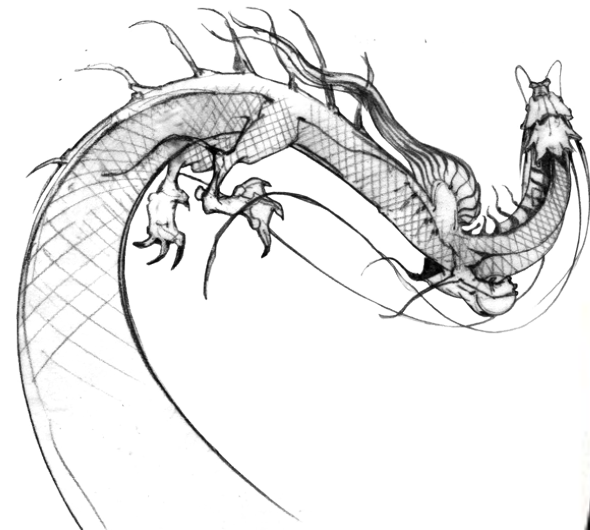
**Client:** Melco Crown Entertainment, Ltd.

**Location:** Macau, China



## SERVICES

- Attraction Design
- Media/Audio Production
- Executive Production
- Project Management
- Art Direction
- Installation Supervision



“ I know, without reservation, that I can count on Falcon's Treehouse to deliver on time and on budget, regardless of the difficult parameters I often ask you to operate within. ”

- Geoff Benham

Creative Director, City of Dreams, Melco Crown Entertainment Ltd

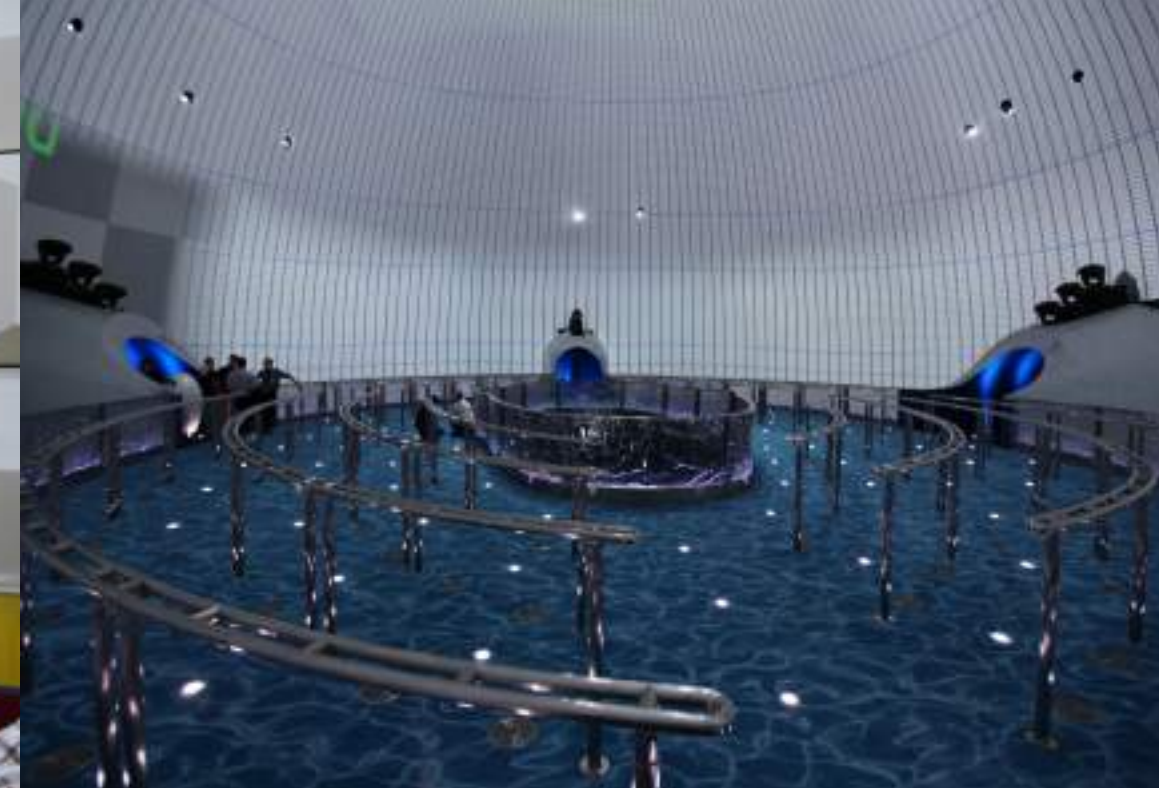




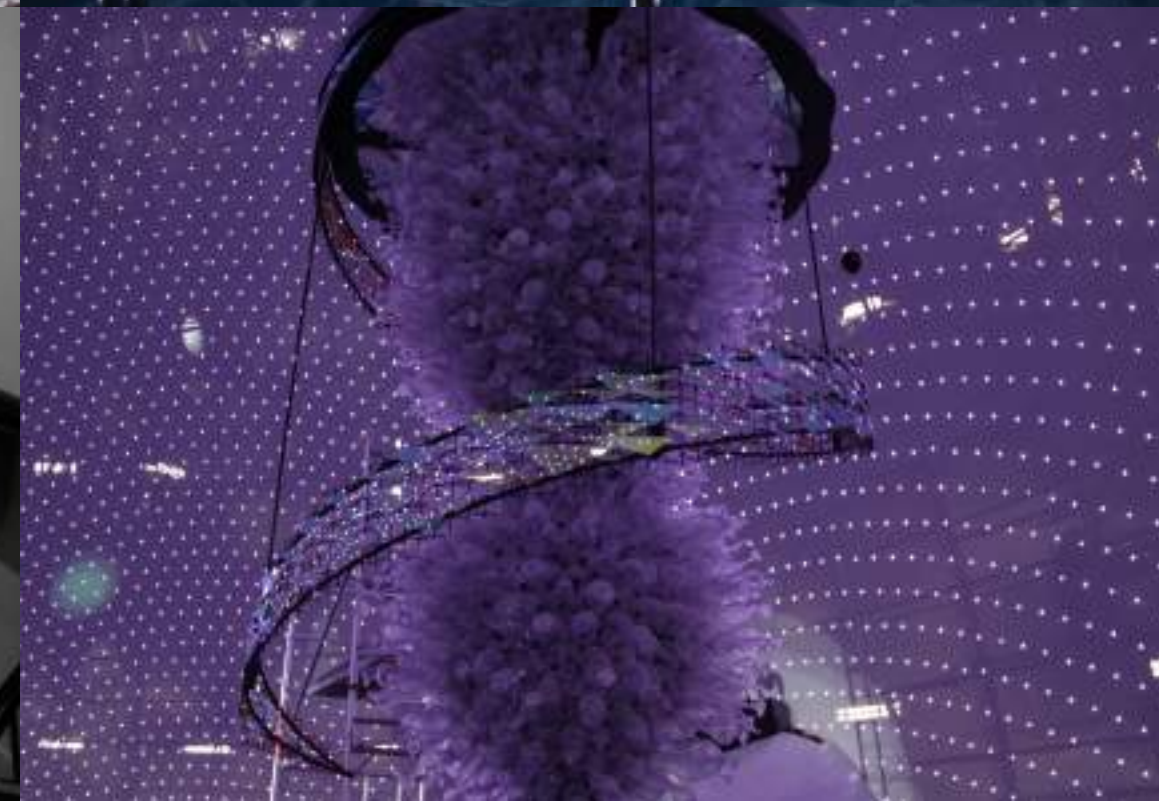
The story of Falcon's developing Dragon's Treasure™ is as epic as the narrative experienced by guests inside the Bubble Theater. The creative services firm are proud to have been central to this industry first, a groundbreaking 360° dome experience like nothing audiences had ever witnessed before. The recipient of a 2009 Thea Award for Outstanding Achievement, the \$40 million project gives guests an unprecedented opportunity to choose their own view inside the 360° dome, for a different show each time.







It was an ambitious project, with demanding technical considerations for high-definition video content, omni-directional projection, theatrical lighting, and sensory effects, all working in seamless synchronization. Falcon's took the project from media and technical design to on-site integration, resulting in a stellar attraction that set the bar for media-based storytelling.







VES Award  
Nominated attraction



Orlando, Florida, U.S.A.

## TURTLE TREK®

Be an Everyday Hero at TurtleTrek® and live the journey of a sea turtle from its beginning as a hatchling to a fully grown adult. Audiences are immersed in the perspective of a sea turtle and engaged in a thrilling array of natural environments. TurtleTrek® is an uplifting experience that gives audiences the unique opportunity to not only live out a sea turtle's challenges and triumphs, but also to learn how to make a difference in the marine ecosystem.

In this experience, Falcon's Creative Group aimed to tell a story from the viewpoint of a sea turtle that would entertain guests and educate them about preserving our world's natural resources. The unbelievable tale of the sea turtle's life was developed through a fruitful collaboration with the creative teams of SeaWorld. From a turtle's point of view, guests join Nyah™ the sea turtle and face immense hardships before making it back to the beach where they were hatched.

**Client:** SeaWorld Parks & Entertainment

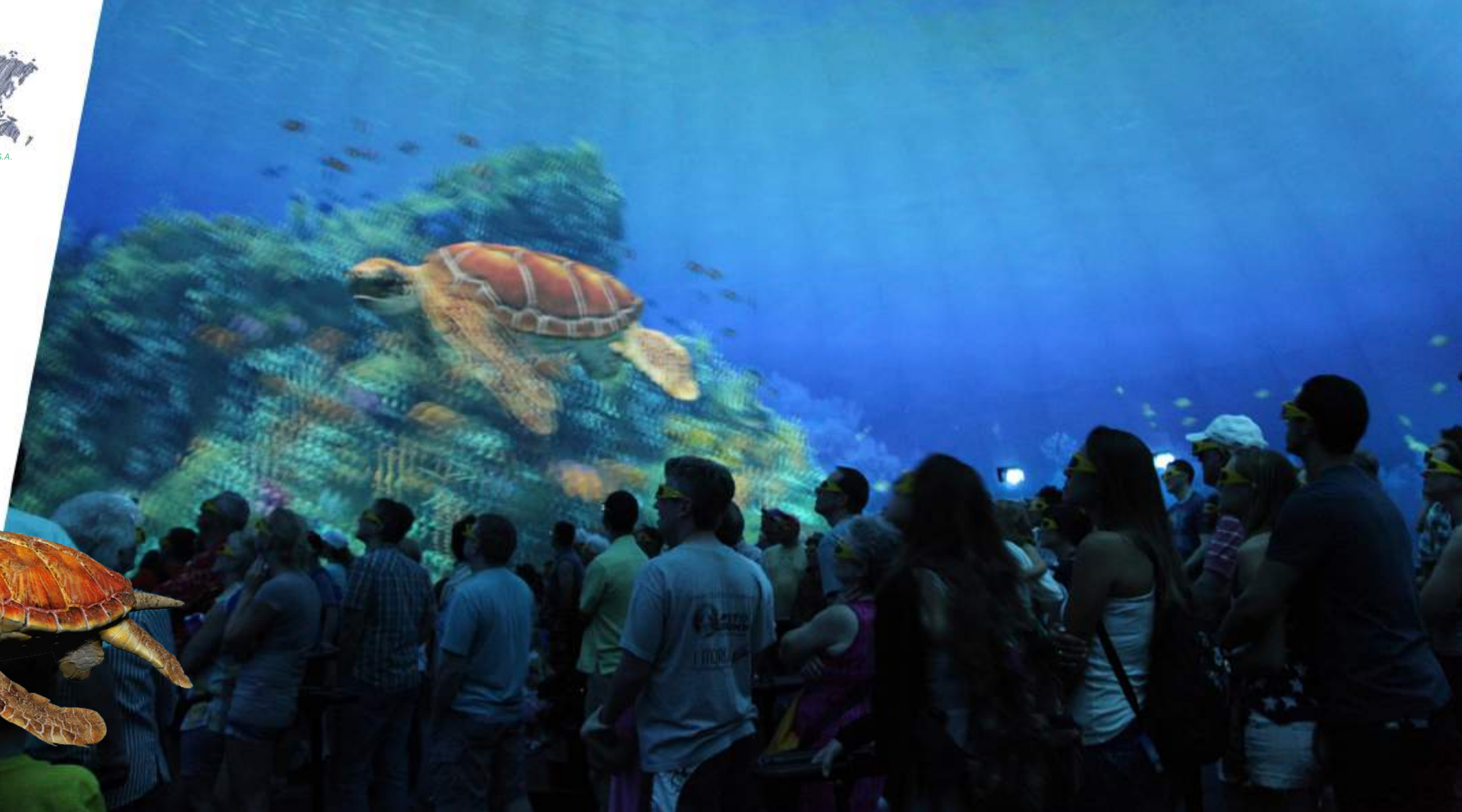
**Location:** Orlando, Florida, U.S.A.



SEAWORLD PARKS  
& ENTERTAINMENT

## SERVICES

- Attraction Design
- Media/Audio Production
- Executive Production
- Project Management
- Installation Supervision
- Ride Programming
- Ride System Licensing







This project represented yet another industry advancement pioneered by Falcon's Creative Group, the world's first 360° 3D omni-view attraction. The presentation format, Falcon's Spheron® Theater, offers guests an unpredictable and vibrant experience, free of frames and boundaries. Unlike many media-based screen attractions, Falcon's was determined to hide as much evidence of technical systems as possible, keeping guests from being pulled out of the powerful story by screen edges and obtrusive equipment.



The motivated partnership for TurtleTrek® allowed an impactful story about ecological responsibility to come to life, with dramatic world-building and pristine stereoscopic media and surround sound integration.





# Bà Nà Hills



Da Nang, Vietnam

## BÀ NÀ HILLS FRENCH VILLAGE

Nestled in the midst of a primeval forest, Bà Nà Hills French Village offers a world-class destination high in the mountains of Da Nang, Vietnam. The resort transports visitors back to the medieval era, where they experience total immersion while enjoying superlative comfort and entertainment. Bà Nà Hills French Village represents the apex of French culture and architecture, in a quaint village setting dreamed up by the master storytellers of Falcon's Creative Group.

Falcon's Creative Group were tasked to create a medieval French Village rooted in historical fact, while integrating fine dining, shopping, and live entertainment in ways that seemed natural to the story. The French Village required cohesion with the Bà Nà Hills resort experience, which also includes the largest indoor entertainment center in Vietnam and the longest single rope cable car run in the world.

**Client:** Bà Nà Cable Car Services Joint Stock Company

**Location:** Da Nang, Vietnam

## SERVICES

- Master Planning
- Themed Retail
- Themed Restaurants
- Hospitality Design
- Art Direction







Falcon's Creative Group brought their unique storytelling style to the French Village master plan. The design team spun an intricate tale to drive the space's creative vision, incorporating a blend of real characters, maps of historical travel routes, and even detailed timelines. The storyline was rigorously researched for historical veracity, to that special point where reality and fantasy blend into one amazing experience.

Falcon's Creative Group structured the destination's creative logic: seven distinct sections to reflect seven eras of French culture, from Gothic cathedrals to pastoral villas. Further, the team defined the expansive facility's multipurpose functionality for lodging, dining, retail, and entertainment. The resulting master plan depicted a fascinating cultural foundation with thematic consideration of optimal guest flow and operations infrastructure.



## KNIGHT VALLEY AT OCT ECO PARK

On a steep mountainside in Shenzhen, China, a remarkable place called the EcoAdventure Institute is the thematic backdrop for the Econaughts – brave adventurers who embark on thrilling voyages of discovery and awareness. Guests are invited to join the Econaughts on their expeditions, and return with tales of adventure, as well as insight into planet Earth.

Falcon's was challenged to develop an experience driven by exploration of uncharted frontiers, from the undiscovered realms of the Earth to the mysteries of oceans and the cosmos. The ambitious project was one of four theme parks for OCT East Resort, a leisure destination already teeming with attractions, shopping, dining, hotels, a golf course, and a water park. With Knight Valley, however, OCT East Resort aimed for something special, and needed Falcon's trained eye and wondrous imagination to make it a reality. As with many of Falcon's ventures, the creative firm was required to wear many hats, from master planning to on-site media integration.

**Client:** OCT East Resort  
**Location:** Shenzhen, China



Shenzhen, China

## SERVICES

- Master Planning
- Attraction Design
- Media/Audio Production
- Executive Production
- Project Management
- Installation Supervision
- Ride Programming





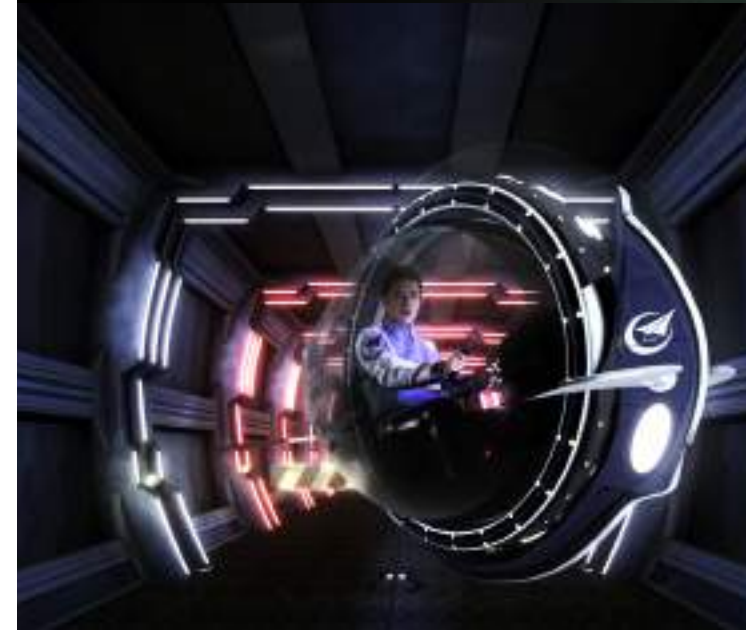
# THE INSPIRATION OF FLIGHT

Blending cutting edge technology with emotion and a heartfelt story, Falcon's Creative Group designed Inspiration of Flight to be a showcase of how traditional theme park attractions can be catered to the needs and desires of Expo participants.

On this fantastic journey, guests watch as two young children who long to be part of the fantastic world of aviation become integral parts of the aviation industry, leading the future of aviation from both a technology and service standpoint. Fly into the world of tomorrow, where Chinese Aviation helps create a bold new world, where technology and service work hand in hand to create a "Better City, Better Life" for all its inhabitants.

## SERVICES

- Attraction Design
- Media/Audio Production
- Creative Guardianship
- Executive Production
- Project Management
- Installation Supervision
- Ride Programming



# THE CURSE OF DARKCASTLE

This unique attraction brought the dark ride into the modern age, in a pioneering partnership with Busch Gardens Williamsburg. The hybrid ride takes riders through a foreboding Bavarian castle, where they encounter perfectly synchronized 3D video projection, dazzling physical sets, and in-vehicle music and special effects.

Falcon's allowed Busch Gardens' guests to undertake a bone-chilling sleigh ride filled with dizzying drops, surprise twists, sensational 3D visuals, brought to life with industry revolutionizing technology. This attraction raised the bar for media-savvy theme park design.

The pulse-pounding attraction received a Thea Award for Outstanding Achievement. Falcon's Creative Group was responsible for the attraction's comprehensive design services, including concept art, technical planning, 3D animation, set design, and more.

## SERVICES

- Attraction Design
- Media/Audio Production
- Creative Guardianship
- Executive Production
- Project Management
- Installation Supervision
- Ride Programming



# SAHARA KINGDOM

Discover the tales and mysteries of Arabia on a journey through vast, forbidding deserts, soaring mountain ranges, and storm-tossed seas to the most exotic, enchanting lost cities the world has ever known. Explore the fascinating myths of bygone civilizations shrouded in the mists of time. With luxurious six-star hotels, the finest shops and restaurants, as well as state-of-the-art rides, attractions and entertainment, Sahara Kingdom opens a magical, mesmerizing window into a world of adventure, romance, and incredible surprises.



## SERVICES

- Master Planning

# VIRTUAL AQUARIUM

The Melco Virtual Aquarium Show is an abstract effects experience combining live action footage with state of the art 3D animation to create a stunning experience you can find only at the City of Dreams.

This fantastic experience combines live action with CG animation to create a new type of show that blurs the line between reality and fantasy. Using two enormous, custom designed screens, The Virtual Aquarium is breathtaking, giving guests a rare glimpse into a mystical world under the sea.

## SERVICES

- Attraction Design
- Media/Audio Production
- Creative Guardianship
- Executive Production
- Project Management
- Installation Supervision







FUNSPOT  
THEME PARK



HARD ROCK VAULT  
MUSEUM



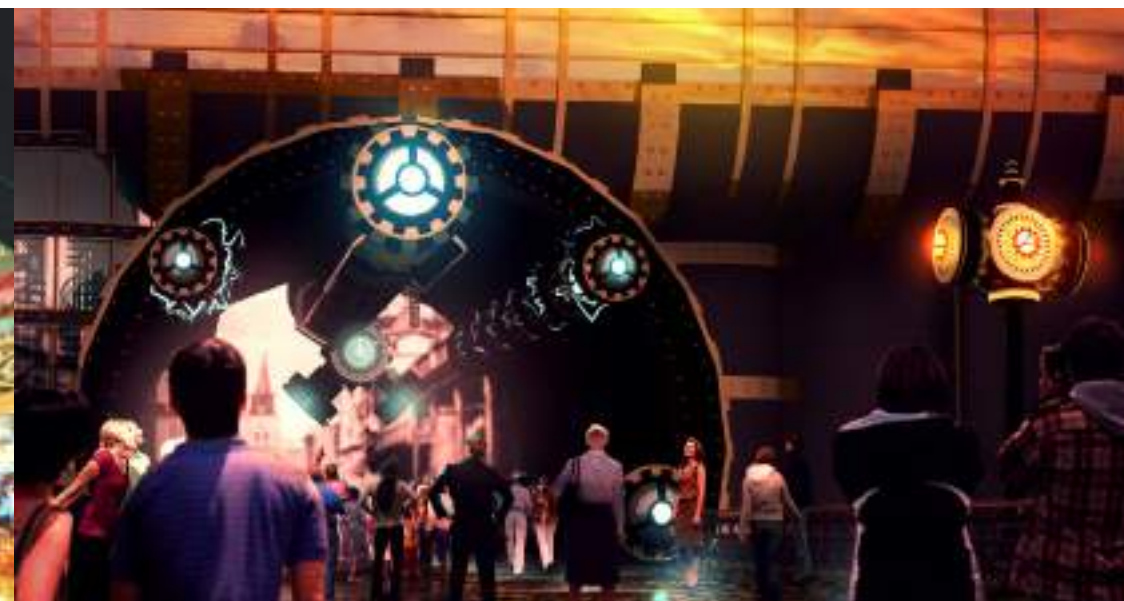
FLORIDA AQUARIUM  
AQUARIUM



WINDS OF THE DESERT  
DESTINATION RESORT



LUNA PARK  
THEME PARK



8<sup>TH</sup> PORTAL  
THEME PARK



SEOUL GRANDE PARK  
THEME PARK



DESTINY USA  
DESTINATION RESORT





**MANTA**  
MEDIA LAUNCH COASTER



**OCT HAPPY VALLEY SHANGHAI**  
THEME PARK



**SPACE TOON**  
ANIMATION ACADEMY



**FORMULA 1 BAR**  
THEMED RESTAURANT



**OCT SHANGHAI**  
THEME PARK



**SON TRA PORTS OF THE WORLD**  
THEME PARK



*Thea Award  
Winning Attraction*

**CHARLIE & THE CHOCOLATE FACTORY**  
DARK RIDE

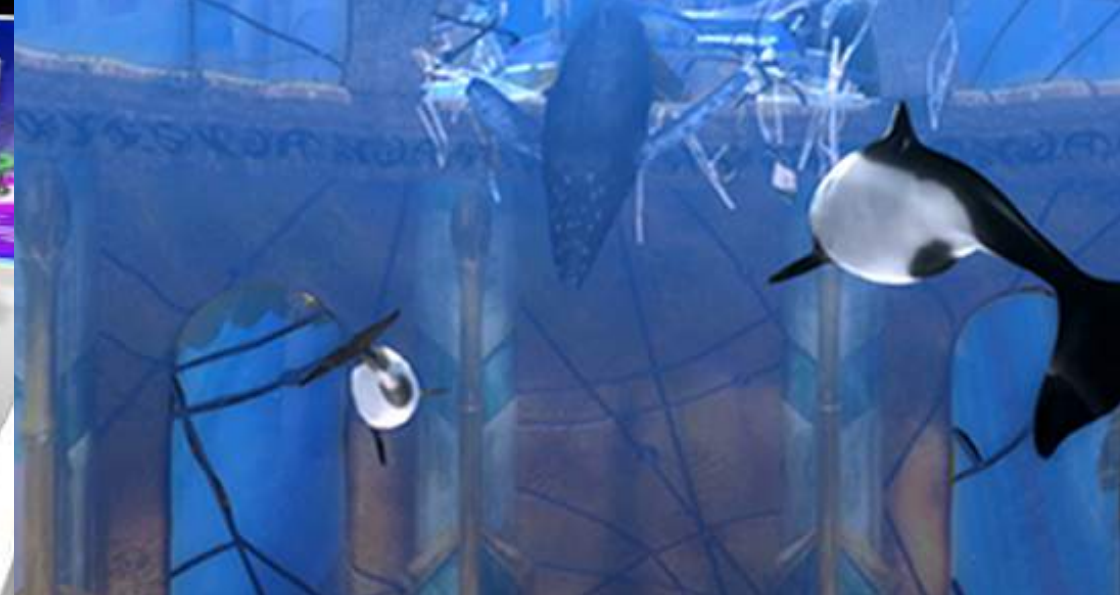


**TWISTER**  
SFX SHOW





CAMSING BRANDING CENTER  
INTERACTIVE RETAIL



JOURNEY TO ATLANTIS  
MEDIA TOWER COASTER



LOTTE WORLD DRAGON CASTLE BALL GALLERY  
KIDS PLAY



MUANG THONG THANI  
THEME PARK



SAN DIEGO WILD ANIMAL PARK  
ZOO



LOTTE WORLD KINGDOM  
INDOOR THEME PARK ZONE EXPANSION



SWAMP SPLASH BATTLE  
SPLASH BATTLE



TYPHOON RESCUE  
SPLASH BATTLE





SINGAPORE SCIENCE CENTER  
INTERACTIVE SCIENCE EXHIBIT



AT&T NEW GLOBAL NEIGHBORHOOD  
INTERACTIVE EXHIBIT



RAMOJI FILM CITY  
DARK RIDE



BLAST ZONE  
SFX SHOW



AT&T WEBOPOLIS  
INTERACTIVE EXHIBIT



SCAD SPHERE  
INTERACTIVE THEATER



TEDDY TOWN CIRCUS  
THEMED RETAIL



DISCOVERY COVE  
WELCOME MEDIA



## PRODUCT LICENSING



THE CIRCUMOTION® THEATER DELIVERS AN IMMERSIVE 360° MOTION-BASE EXPERIENCE.



### LITE SILVER

**CAPACITY:** 65

**SIZE:** 22 x 22 x 9

**MEDIA:** 3D

**DOMES TYPE:** Tourus



### LITE GOLD

**CAPACITY:** 65

**SIZE:** 22 x 22 x 11

**MEDIA:** 3D

**DOMES TYPE:** Half



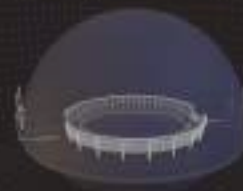
### SILVER

**CAPACITY:** 158

**SIZE:** 26 x 26 x 17

**MEDIA:** 3D

**DOMES TYPE:** Half



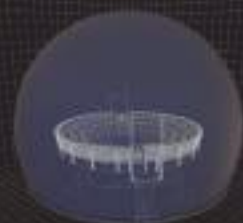
### GOLD

**CAPACITY:** 110

**SIZE:** 26 x 26 x 17

**MEDIA:** 3D

**DOMES TYPE:** Double



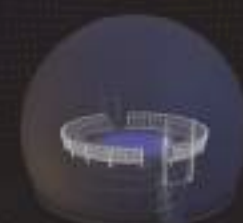
### EXTREME SILVER

**CAPACITY:** 150

**SIZE:** 26 x 26 x 19

**MEDIA:** 3D

**DOMES TYPE:** Half



### EXTREME GOLD

**CAPACITY:** 100

**SIZE:** 26 x 26 x 19

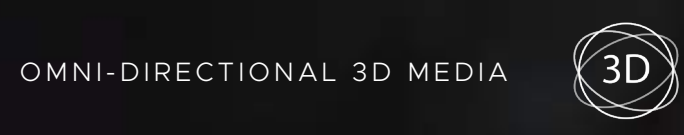
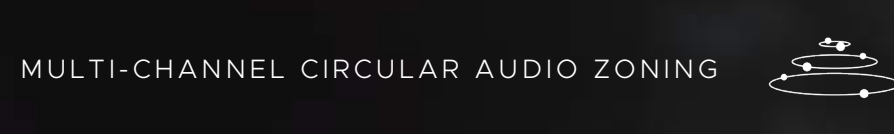
**MEDIA:** 3D

**DOMES TYPE:** Double

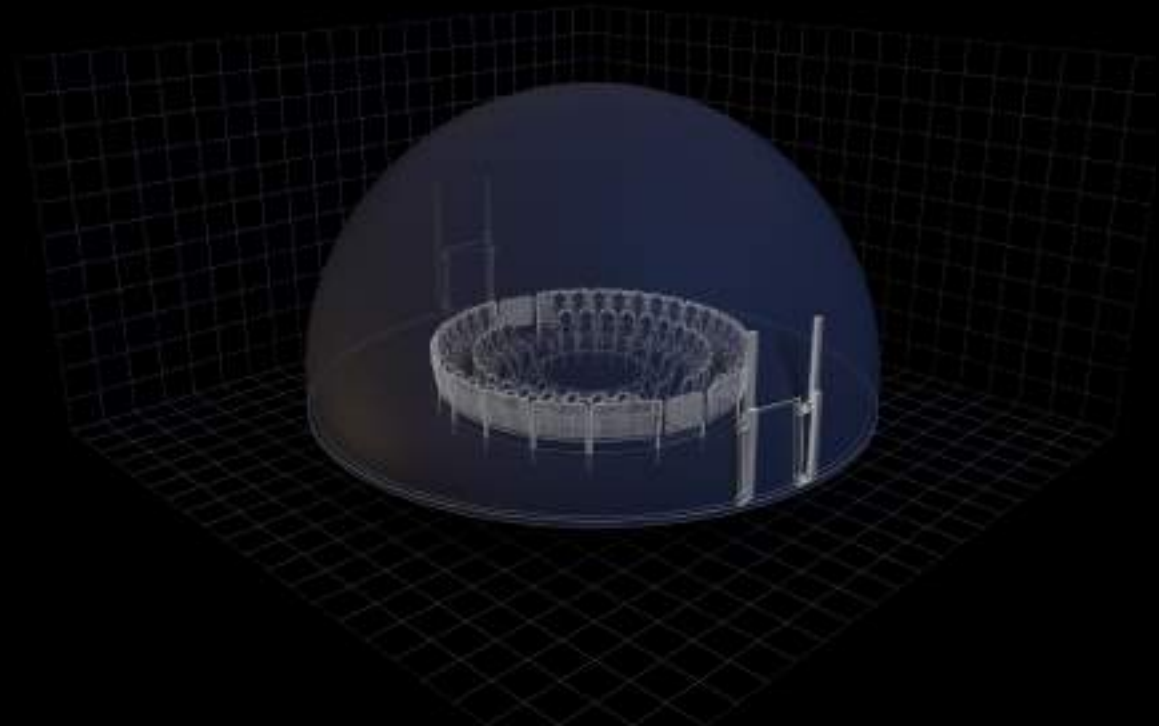




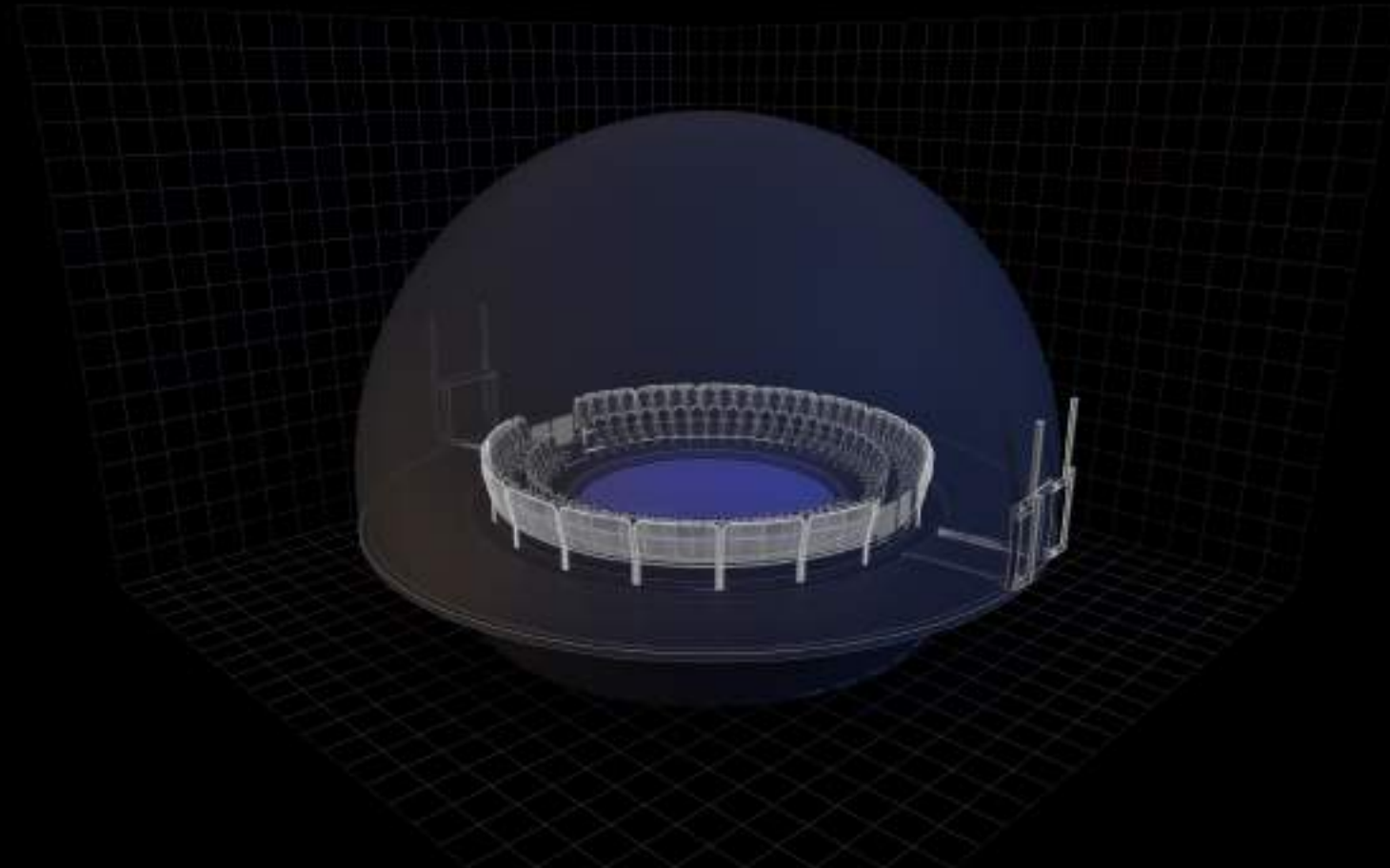
PRODUCT LICENSING



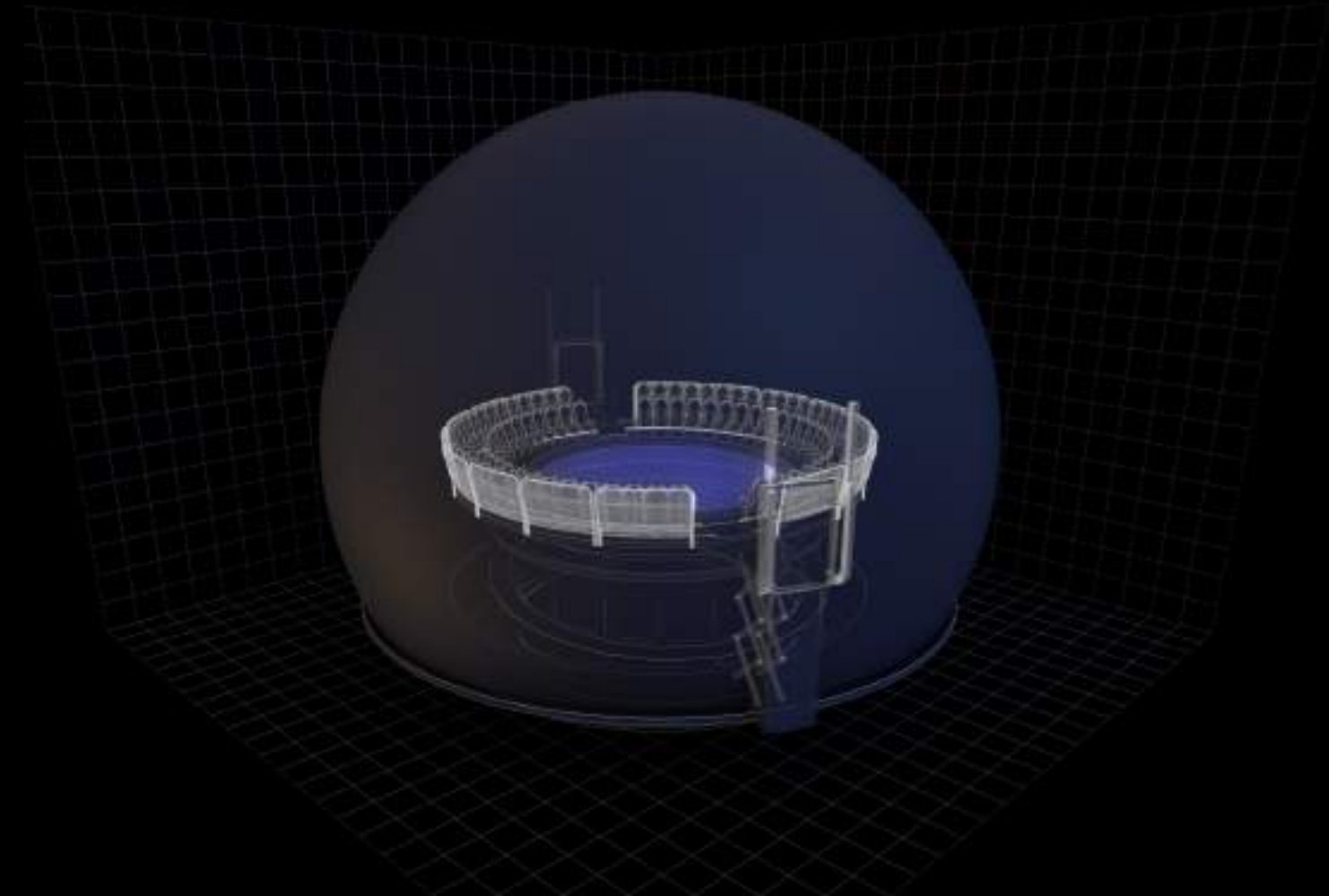




CircuMotion  
LITE GOLD



CircuMotion  
GOLD



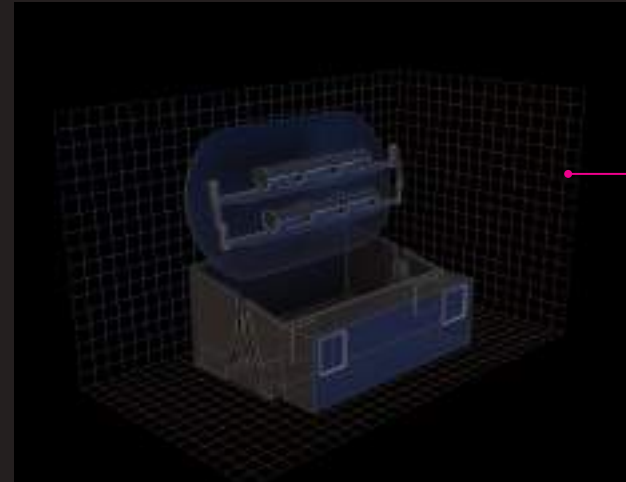
CircuMotion  
EXTREME GOLD



PRODUCT LICENSING

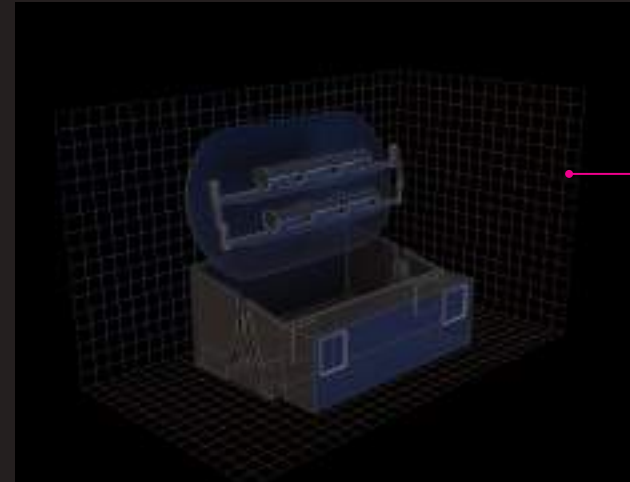


SUSPENDED THEATER™ BRINGS THE UNIQUE SENSATION OF FLIGHT TO LIFE IN A WHOLE NEW WAY.



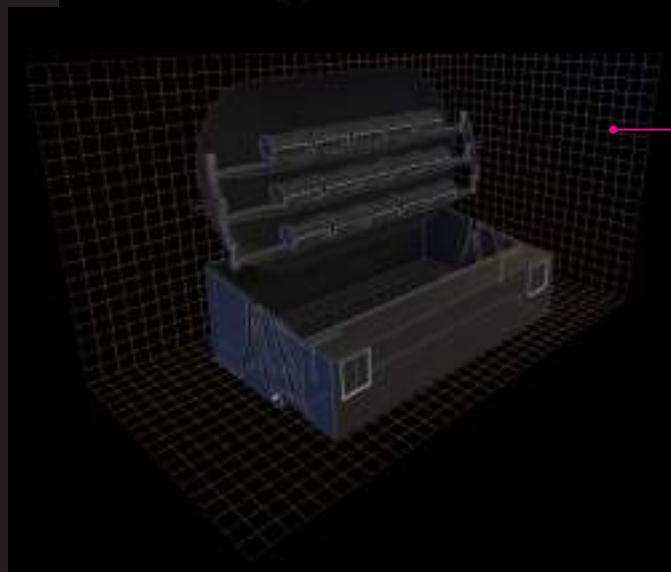
LITE SILVER

**CAPACITY:** 24  
**SIZE:** 29 x 17 x 16  
**MEDIA:** 2D



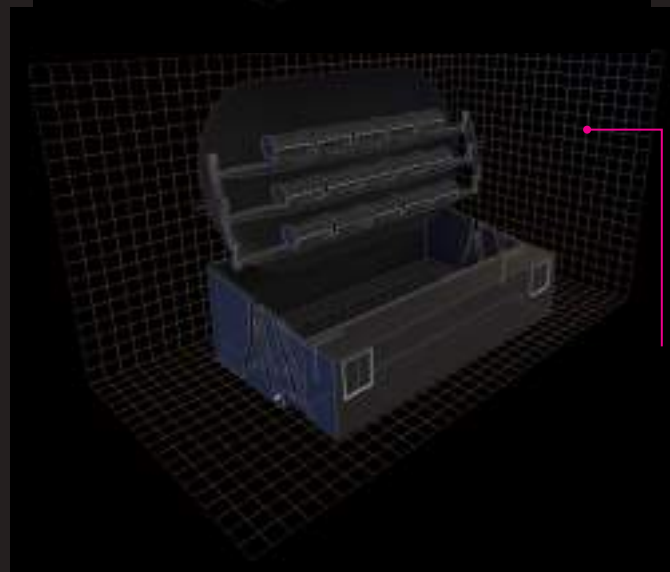
LITE GOLD

**CAPACITY:** 24  
**SIZE:** 29 x 17 x 16  
**MEDIA:** 3D



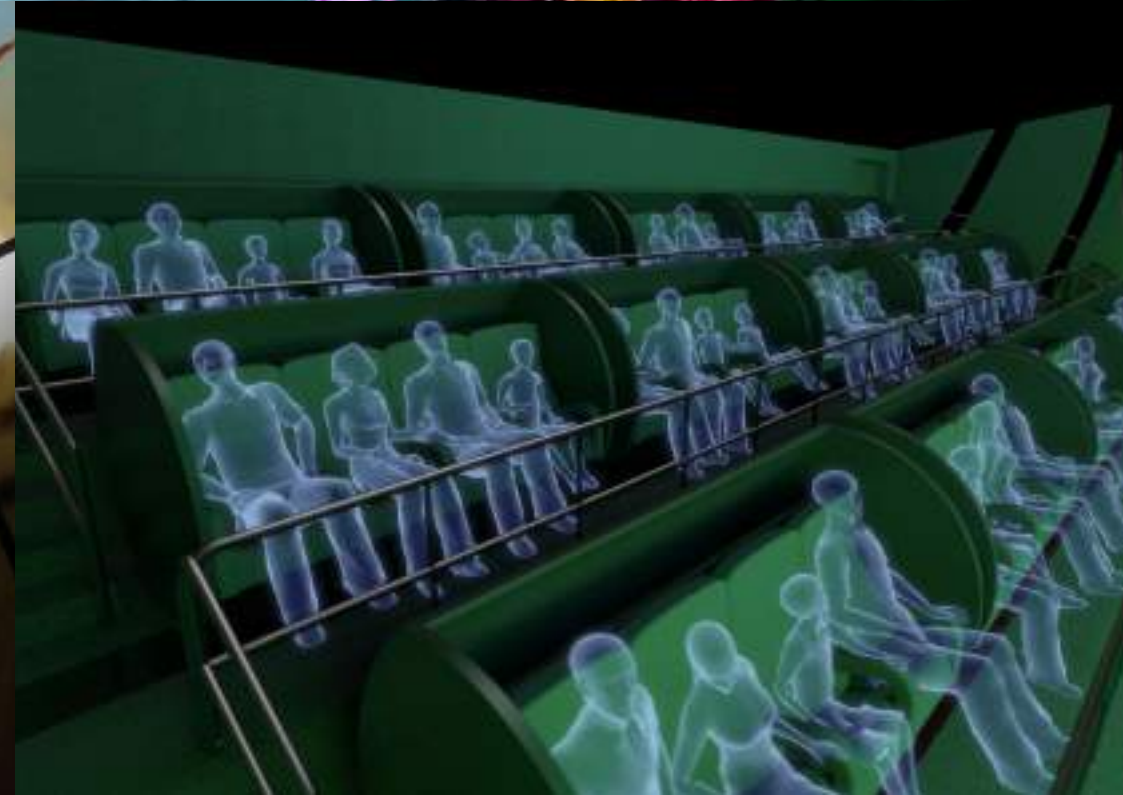
SILVER

**CAPACITY:** 60  
**SIZE:** 35 x 19 x 18  
**MEDIA:** 2D



GOLD

**CAPACITY:** 60  
**SIZE:** 35 x 19 x 18  
**MEDIA:** 3D






PRODUCT LICENSING



2 DEGREES OF FREEDOM 

SFX MOTION SEATS 

SFX 

INTERACTIVES 

VARIED CAPACITY 


LIGHTING 

BALANCED COUNTER WEIGHT 

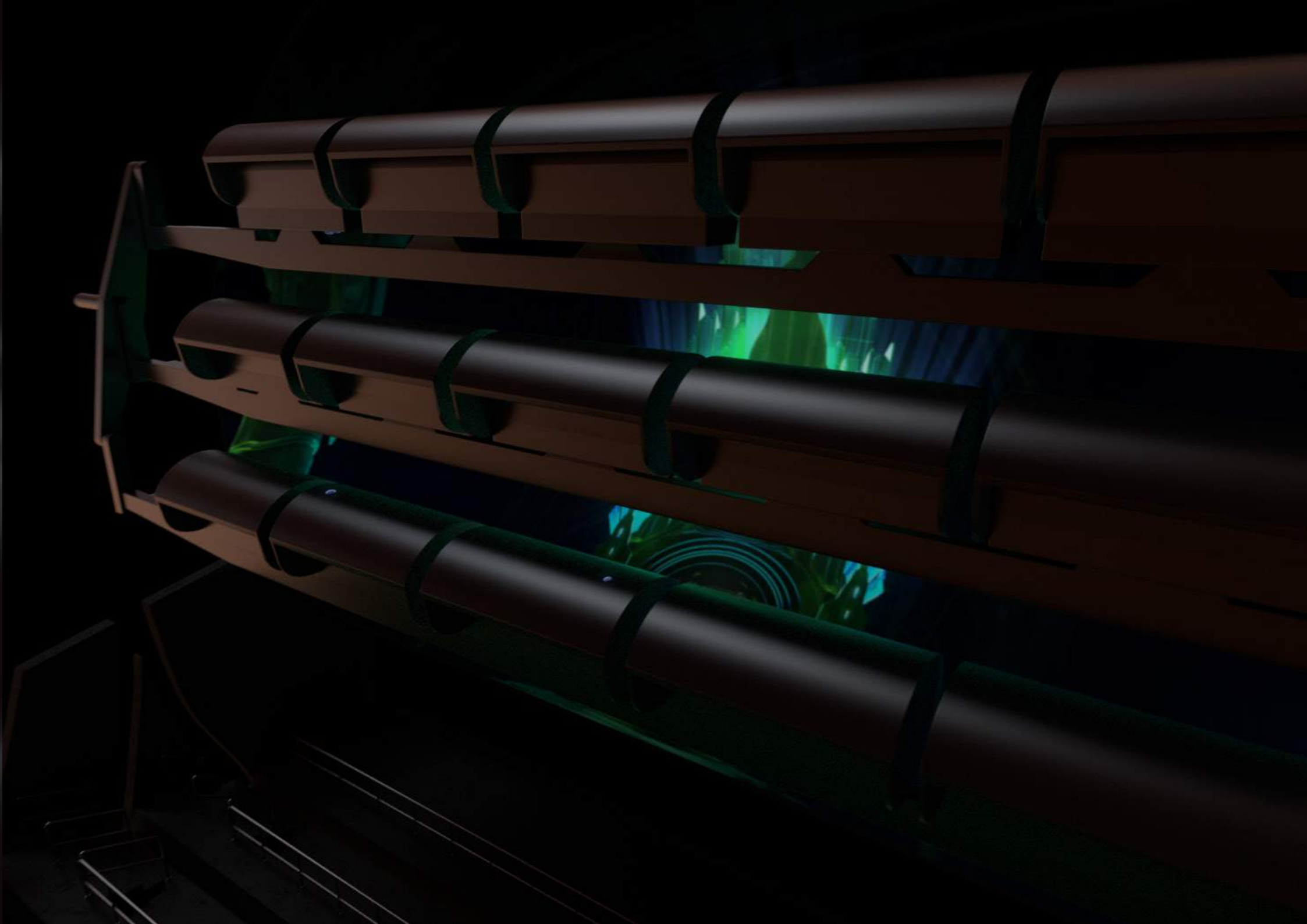
MULTI-PROJECTOR AUTO ALIGNMENT 

MULTI-CHANNEL AUDIO ZONE 

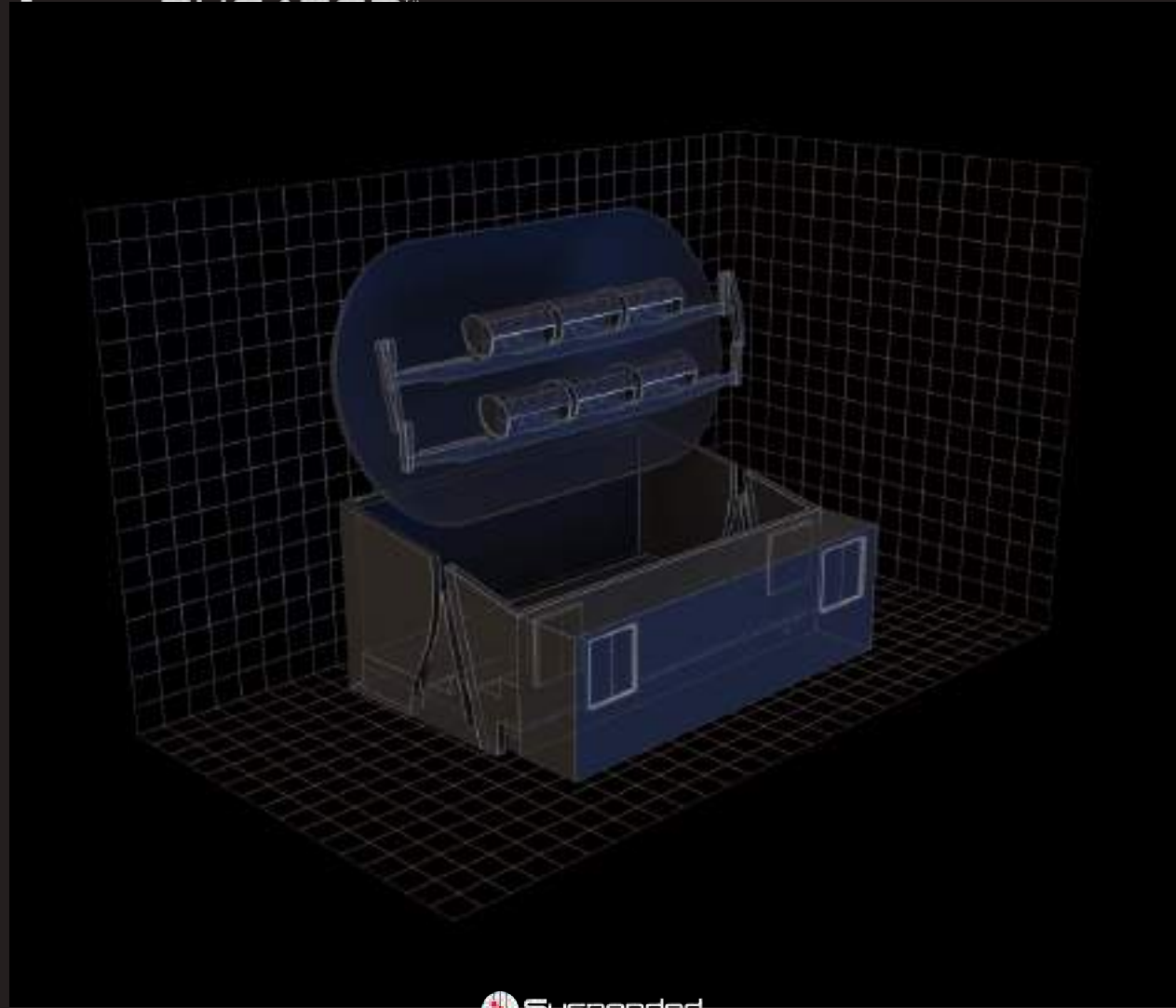
CABLE DRIVEN MOTION 

OMNI-DIRECTIONAL 3D MEDIA 

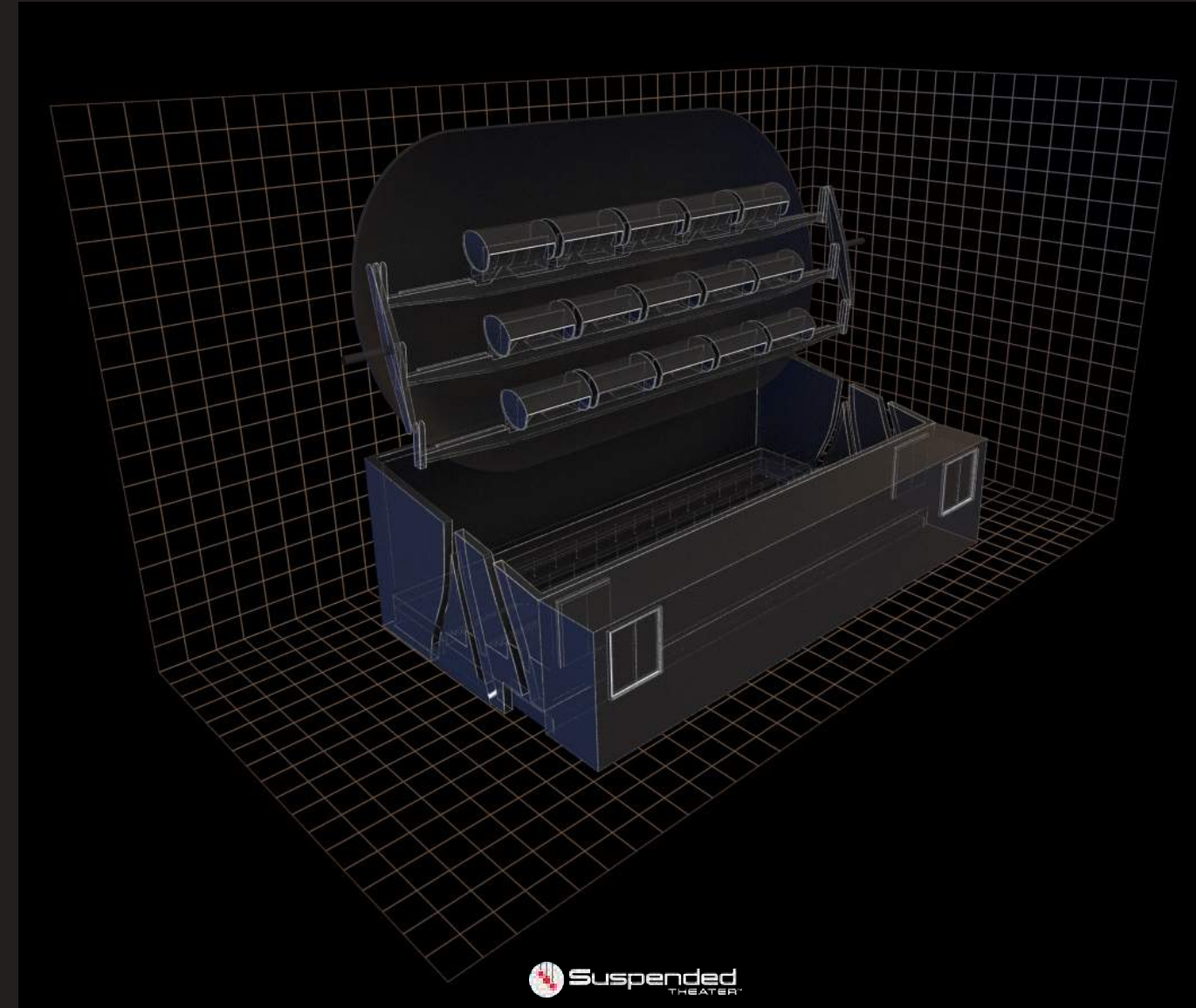
EXCLUSIVE THEATER REVEAL 







LITE GOLD



GOLD



# PRODUCT LICENSING



THE AMAZING SPHERON THEATER® BLURS THE LINE BETWEEN DREAMS AND REALITY.



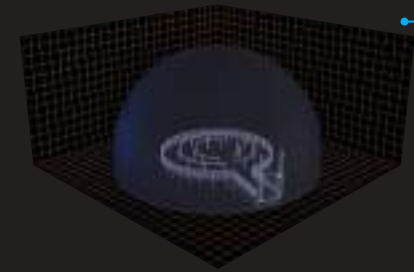
## NANO SILVER

**CAPACITY:** 15-25  
**SIZE:** 10 x 10 x 8  
**MEDIA:** 2D  
**DOMES TYPE:** Standard



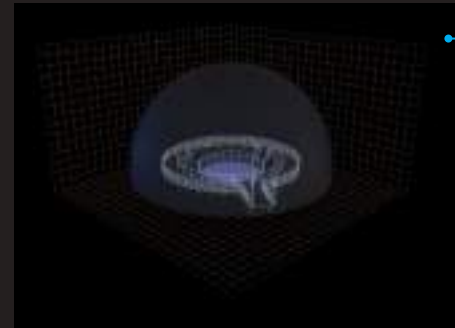
## NANO GOLD

**CAPACITY:** 15-25  
**SIZE:** 10 x 10 x 8  
**MEDIA:** 3D  
**DOMES TYPE:** Standard



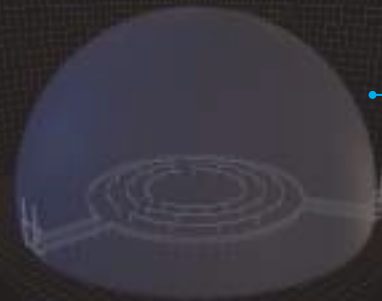
## SILVER

**CAPACITY:** 160  
**SIZE:** 26 x 26 x 13  
**MEDIA:** 2D  
**DOMES TYPE:** Standard



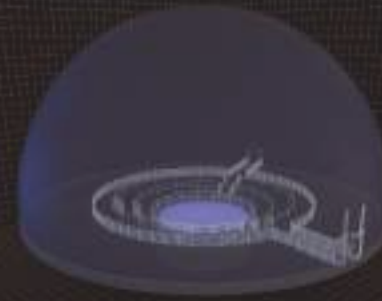
## GOLD

**CAPACITY:** 160  
**SIZE:** 26 x 26 x 15  
**MEDIA:** 3D  
**DOMES TYPE:** Double



## MEGA SILVER

**CAPACITY:** 500  
**SIZE:** 42 x 42 x 21  
**MEDIA:** 2D  
**DOMES TYPE:** Standard



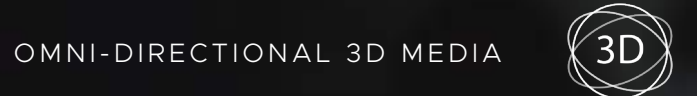
## MEGA GOLD

**CAPACITY:** 350  
**SIZE:** 42 x 42 x 26  
**MEDIA:** 3D  
**DOMES TYPE:** Double



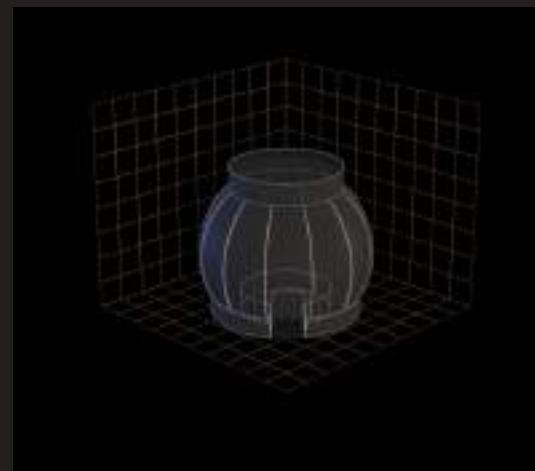


PRODUCT LICENSING

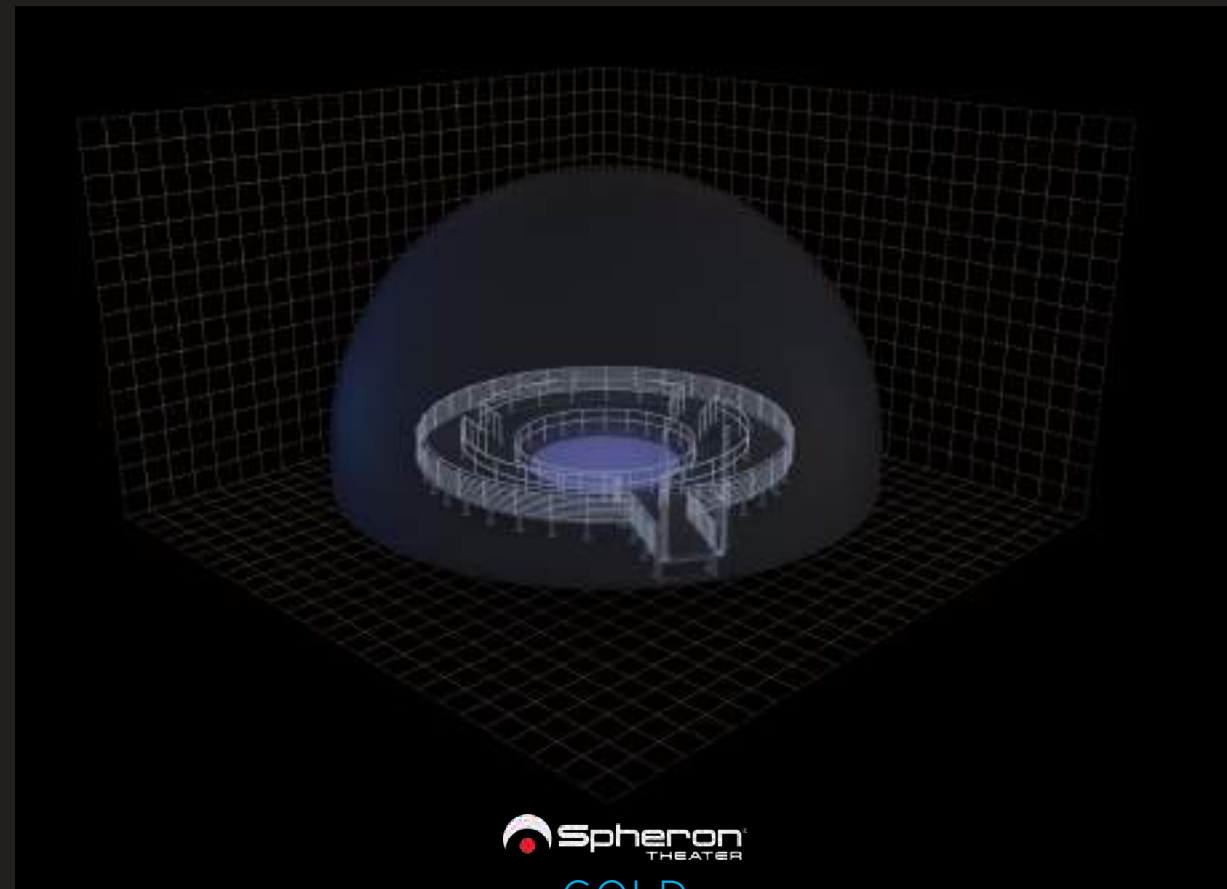




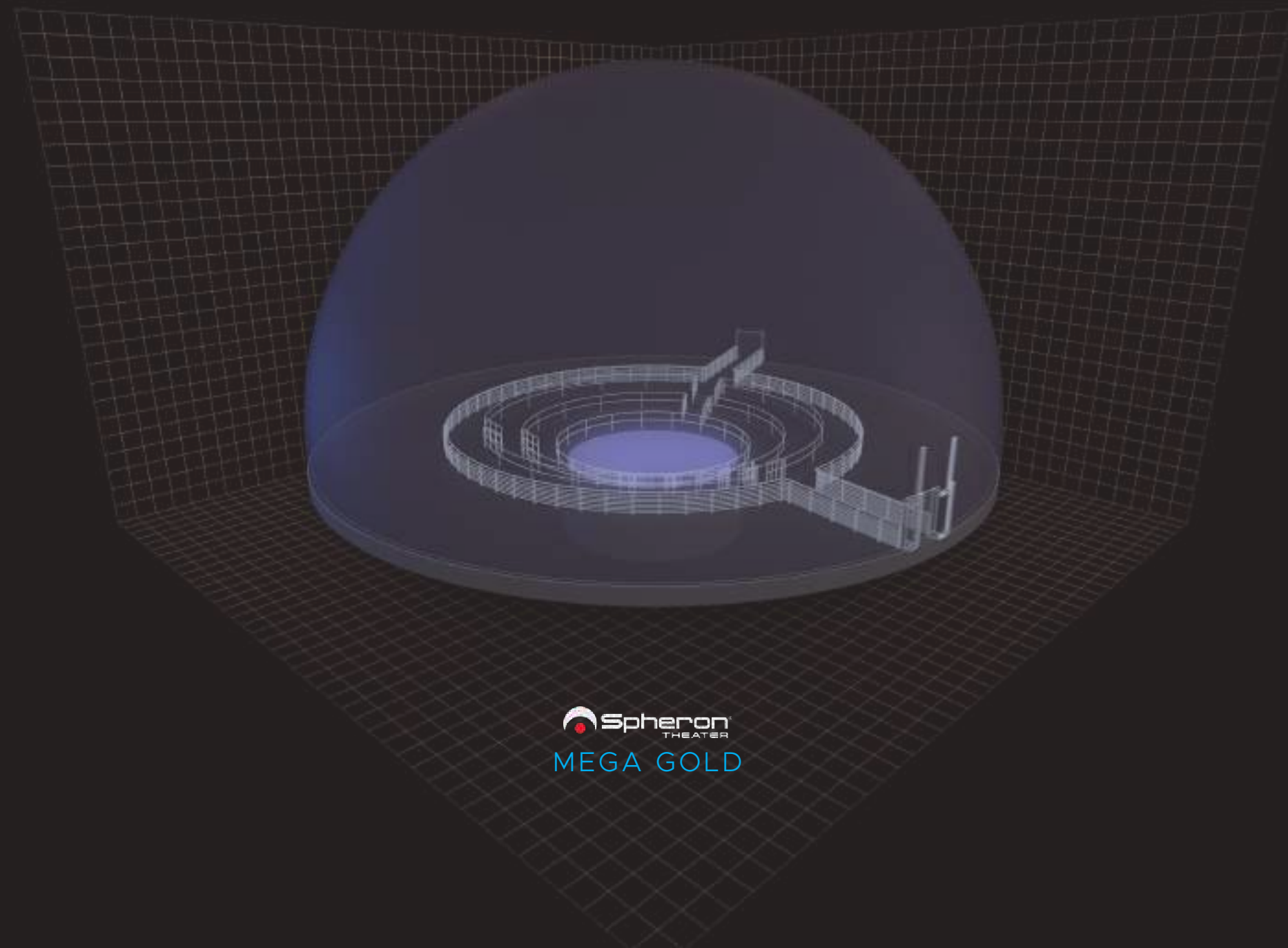
PRODUCT LICENSING



 **NANO GOLD**



 **GOLD**

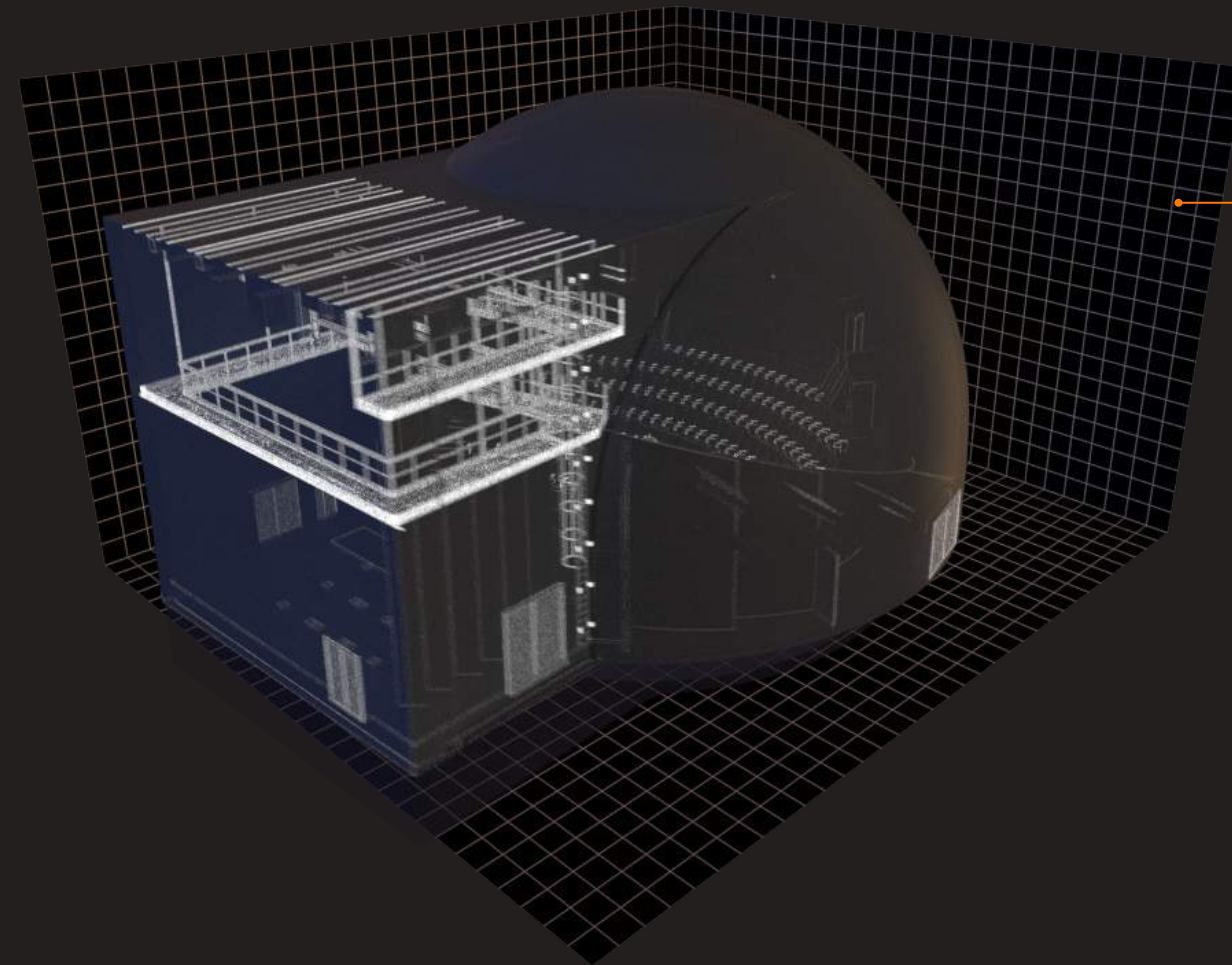


 **MEGA GOLD**





HYBRID DOME THEATER IS A UNIQUE TURNKEY THEATER SOLUTION, FULFILLING MORE THAN ONE PURPOSE. ITS CENTERPIECE IS A ROTATING AUDITORIUM, WHICH ALLOWS FOR DIFFERENT OPERATING MODES.



SILVER

**CAPACITY:** 200  
**SIZE:** 34 x 30 x 20  
**MEDIA:** 2D

GOLD

**CAPACITY:** 200  
**SIZE:** 34 x 30 x 20  
**MEDIA:** 3D

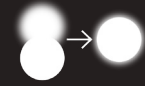




PRODUCT LICENSING



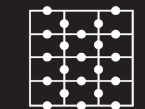
MULTI-PROJECTOR AUTO ALIGNMENT



MULTI-CHANNEL CIRCULAR AUDIO ZONING



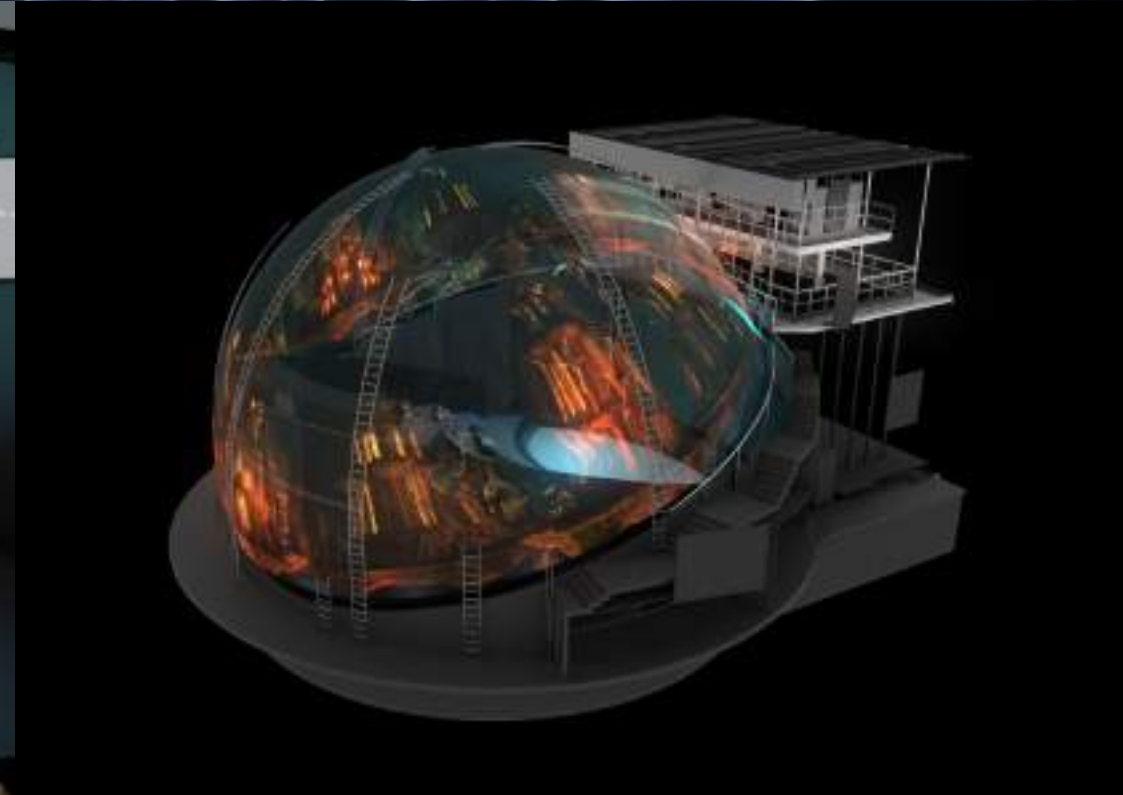
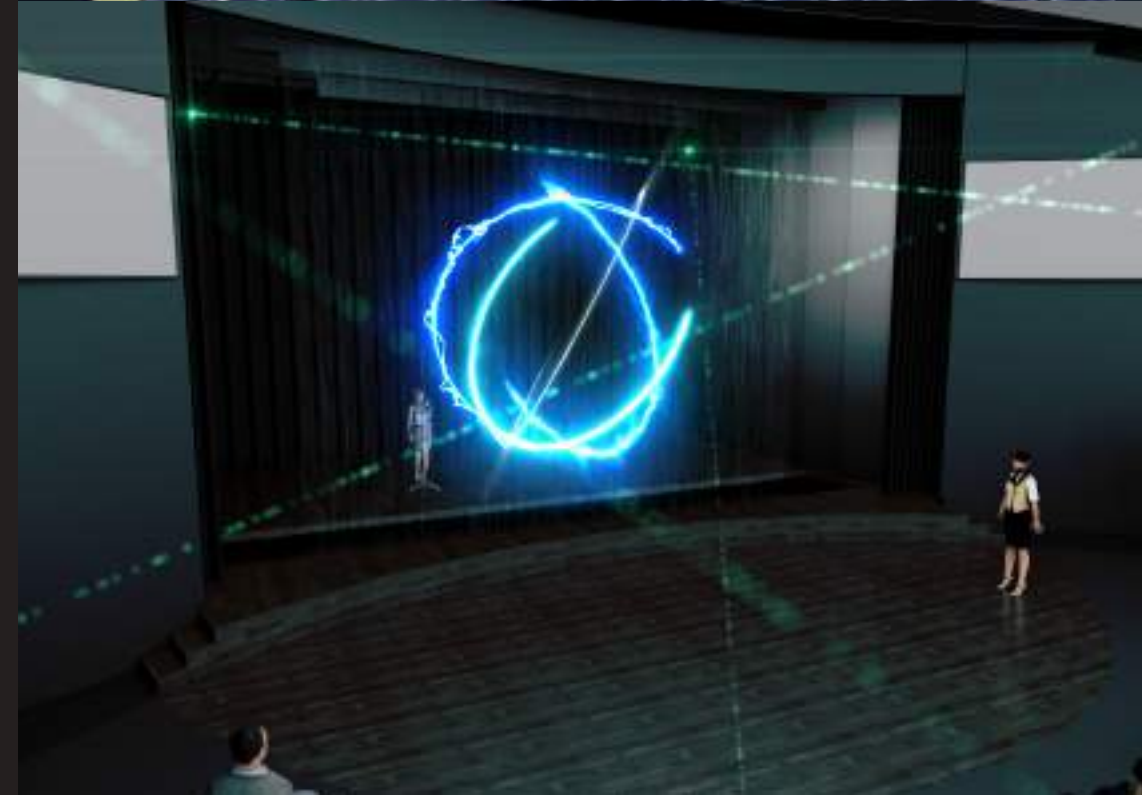
MULTI-CHANNEL AUDIO ZONE



ELECTRICALLY ACTUATED PROJECTOR EYELIDS



EXCLUSIVE THEATER REVEAL





## FILM LICENSING



### DRAGON'S TREASURE™ 2D | 360

Dragon's Treasure™ was launched at the integrated resort City of Dreams in Macau, subsequently awarded a 2009 Thea Award for Outstanding Achievement. The film tells the story of the dragon kings and the fabled pursuit of the mystical pearl. Audiences embark on a totally immersive and unique multi-media entertainment journey and are submerged to the underwater palace of the Jade Emperor. The journey culminates in a breathtaking visual spectacle as the audience receives a spiritual blessing of good fortune.

#### MAIN SHOW

Format: Dome Master Configuration  
Duration: 10min 15sec  
Resolution: 6144x6144  
Aspect Ratio: 1:1  
Frames Per Second: 60  
Stereoscopic 3D: Coming Soon  
(Other standard formats available upon request)



### TURTLETREK® 3D | 360

Turtle Trek allows guests to be an everyday hero while they live the journey of a sea turtle from its beginning as a hatchling to a full grown adult. Guests are then immersed into an experience that shows the unique challenges and triumph's sea turtles must endure through their life's journey. Turtle Trek delivers a message of conservation and inspires visitors to make a difference in the marine ecosystem.

#### MAIN SHOW

Format: Dome Master Configuration  
Duration: 7min 21sec  
Resolution: 3840x3840  
Aspect Ratio: 1:1  
Frames Per Second: 60  
Stereoscopic 3D: Yes  
(Other standard formats available upon request)



### ADVENTURES INTO THE DEEP 3D | 360

Set in the future, Adventures into the Deep, ventures into a world where dramatic climate change has led to rising sea levels. The audience then travels deep under the sea on a Matsu Defense submarine, witnessing the effects climate change has had on the ocean and its sea creatures. The journey climaxes with a hair-raising mission to face off against an impending tsunami.

#### PRESHOW

Format: Widescreen Super Extended Graphics Array Plus (SXGA+)  
Duration: 2min 45sec  
Resolution: 1400x1050  
Aspect Ratio: 4:3  
Frames Per Second: 30  
Stereoscopic 3D: No

#### MAIN SHOW

Format: Dome Master Configuration  
Duration: 4min 52sec  
Resolution: 6144x6144  
Aspect Ratio: 1:1  
Frames Per Second: 30  
Stereoscopic 3D: Yes  
(Other standard formats available upon request)



### CURSE OF DARKCASTLE DARK RIDE

Curse of DarKastle tells a thrilling legend set in a Bavarian Kingdom, telling the story of a young prince named Ludwig, who lived neglected in a dark castle. Prince Ludwig would grow to be a troubled child until one night his parents disappeared and he was transformed into the Mad King Ludwig of DarKastle.

#### PRESHOW

Duration: 2min  
Aspect Ratio: 4:3  
Stereoscopic 3D: No

#### MAIN SHOW

Format: Dark Ride (Varied)  
Duration: 2min 28sec  
Resolution: 2K Varied  
Aspect Ratio: Varied  
Stereoscopic 3D: Yes





6996 Piazza Grande Ave.

Suite 301

Orlando, FL 32835 USA

(407) 909-9350

[www.falconscreativegroup.com](http://www.falconscreativegroup.com)

