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 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.

EXPERIENCE IMAGINATION
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 the novel 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.

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.

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.
Halo: Outpost Discovery is a touring fan experience that brings the Halo video game universe to life. This one-of-a-kind entertainment attraction offers a wide range of thrilling and authentic in-universe encounters for the whole family to enjoy, from captivating museum shows and exhibits to interactive ‘training’ games and experiences.

Falcon’s Creative Group worked closely with Herschend Live and 343 Industries to provide narrative, story development, live-action film production, CG animation, visual effects, motion graphics, sound design, and interactive audio for a wide array of experiences throughout the venue. Falcon’s key contribution to Halo: Outpost Discovery is “The Ring Experience”, a dome-based, multi-projection theatrical presentation that allows guests to learn about and witness, firsthand, the true mystery and majesty of Halo’s legendary ringworlds from a completely unique perspective.

Client: Herschend Live
Location: Touring Across U.S.A.
Outpost Discovery is a powerful testament to Falcon’s expert abilities in championing iconic brand stories and intellectual properties. Working hand-in-hand with the IP provider 343 Industries, Falcon not only helped to realize this revolutionary new foray into the Halo universe as a physical venue destination, but also helped to contribute in expanding the lore of this already incredibly rich IP in the form of new characters, vehicles, and environments.
Queens of Egypt is a new exhibition located at the National Geographic Museum in Washington, D.C. The exhibition allows guests to travel back in time to visit ancient Egypt and learn about the women of Egyptian society and the mighty queens of that era. This impressive exhibition brings together more than 300 objects and artifacts, including monumental statues, impressive sarcophagi, sparkling jewelry, and interactive learning experiences. Falcon’s produced an immersive 3-D experience for the exhibition that takes visitors on a virtual tour through one of the most well-preserved tombs ever discovered in the Valley of the Queens—the tomb of Queen Nefertari. In this stunning virtual reconstruction, visitors experience the tomb as archaeologists believe it may have looked when originally constructed in Egypt’s 19th dynasty around 1250 B.C.

Client: National Geographic Society
Location: Washington D.C., USA
The immersive 3-D active shutter theater is created with seven projectors across the 10-foot high walls with eight additional projectors to cover the floor. All 15 projectors are edge-blended to create a single seamless and immersive vantage point for the audience. The media content is produced at 14K resolution per eye with 7.1 surround and an original musical score to create an amazing and unique guest experience.

Through the use of cutting-edge technology, Queens of Egypt pushes the boundaries of what visitors can experience at National Geographic Museum by virtually transporting them all the way to Egypt as if they were actually standing in the tomb of Queen Nefertari. Falcon’s was honored to once again collaborate with National Geographic to help bring their stories to life in exciting and engaging new ways, furthering their influence in the realm of education, conservation and research.
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 Sanya, 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

ALTANTIS SANYA

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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
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.

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.
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 custommixed audio 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.
The National Geographic Museum in Washington D.C. 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
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 revered 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 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 10K resolution as well as producing the remaining media pieces throughout the experience.

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.
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.
Dubai, United Arab Emirates

SERVICES

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

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

LIONSGATE ZONE AT MOTIONGATE™ DUBAI

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 complexities and further immersing guests. The Hunger Games attractions are a pulse-pounding and integral part of the MOTIONGATE™ Dubai adventure.

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
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
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.
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.

AVENGERS: BATTLE OF ULTRON : 4D DARK RIDE

FEATURED ATTRACTION DESIGN
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.
The Lost Valley Dinosaur Adventure, a custom intellectual property of IMG Worlds of Adventure, truly thrills guests, taking them through the twists, turns, and thrills 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.
THEMED RESTAURANTS
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 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. 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.
The Interactive Exhibit floor taps into holograms to change the way that guests interact with touchable and artifacts. The U.S. Astronaut Hall of Fame crowns the 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 spirits within us all.
Shenyang, China

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
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, a Thea award-winning destination in Zhuhai, China, is 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, art directions, 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 for easily maintainable new segments. The ingenious perspectives in this beautiful underwater dance were carefully produced and then integrated on-site, for the perfect introduction to Chimelong Ocean Kingdom during the park’s Grand Opening.
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.

FEATURED
ATTRACTION DESIGN

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 that no audience had ever experienced 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.
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 allows guests to experience 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.
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.
Da Nang, Vietnam

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
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.
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
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 Creative Group was responsible for the attraction’s comprehensive design services, including concept art, technical planning, 3D animation, set design, and more.

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 relevant to the needs and desires of the Shanghai Expo 2010 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.

THE CURSE OF DARKASTLE

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.
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.

SAHARA KINGDOM

The Melco Virtual Aquarium Drive 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.

VIRTUAL AQUARIUM

SERVICES

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

CLICK TO PLAY VIDEO IN BROWSER
FUNSPOT
THEME PARK

HARD ROCK VAULT
MUSEUM

FLORIDA AQUARIUM
AQUARIUM

WINDS OF THE DESERT
DESTINATION RESORT

LUNA PARK
THEME PARK

8TH PORTAL
THEME PARK

SEOUL GRANDE PARK
THEME PARK

DESTINY USA
DESTINATION RESORT
SINGAPORE SCIENCE CENTER
INTERACTIVE SCIENCE EXHIBIT

AT&T NEW GLOBAL NEIGHBORHOOD
INTERACTIVE EXHIBIT

RAMOJI FILM CITY
DARK RIDE

BLAST ZONE
SPX SHOW

AT&T WEBOPOLIS
INTERACTIVE EXHIBIT

SCAD SPHERE
INTERACTIVE THEATER

TEDDY TOWN CIRCUS
THEMED RETAIL

DISCOVERY COVE
WELCOME MEDIA
THE CIRCUMOTION® THEATER DELIVERS AN IMMERSIVE 360° MOTION-BASE EXPERIENCE.

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

**LT SILVER**
- Capacity: 24
- Size: 10 x 18 x 9
- Media: 2D

**SILVER**
- Capacity: 48
- Size: 32 x 17 x 18
- Media: 2D

**GOLD**
- Capacity: 48
- Size: 32 x 17 x 18
- Media: 3D

**XT SILVER**
- Capacity: 80
- Size: 32 x 19 x 21
- Media: 2D

**XT GOLD**
- Capacity: 80
- Size: 32 x 19 x 21
- Media: 3D
EXCLUSIVE THEATER REVEAL

PRODUCT LICENSING

Suspended
THEATER

2 DEGREES OF FREEDOM

MULTI-PROJECTOR AUTO ALIGNMENT

LARGE-SCALE 3D MEDIA

MULTI-CHANNEL AUDIO ZONE

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

OMNI-DIRECTIONAL 3D MEDIA
MULTI-PROJECTOR AUTO ALIGNMENT
MULTI-CHANNEL CIRCULAR AUDIO ZONING
ELECTRICALLY ACTUATED PROJECTOR EYELIDS
SEAMLESS DOOR
SPX
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 19
- Media: 2D

**Gold**
- Capacity: 200
- Size: 34 x 30 x 19
- Media: 3D
PRODUCT LICENSING

HybrIDome Theater

EXCLUSIVE THEATER REVEAL
OMNI-DIRECTIONAL 3D MEDIA
MULTI-PROJECTOR AUTO ALIGNMENT
MULTI-CHANNEL CIRCULAR AUDIO ZONING
SFX
ELECTRICALLY ACTUATED PROJECTOR EYELIDS
PLANETARIUM MODE
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

TurtleTrek allows guests to be an everyday hero while they live the journey of a sea turtle from its beginning as a hatching 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. TurtleTrek® 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 sea and its sea creatures. The journey climaxes with a hair-raising mission to face off against an impending tsunami.

MAIN SHOW
Format: Dome Master Configuration
Duration: 4min 52sec
Resolution: 6144x5144
Aspect Ratio: 4:3
Frames Per Second: 30
Stereoscopic 3D: Yes
(Other standard formats available upon request)

CURSE OF DARKASTLE 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.

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)

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

(Other standard formats available upon request)