



Falcon's Treehouse Starts a Theme Park Revolution with New "CircuMotion" Ride

Orlando, Florida- September 1, 2006 – The next generation of immersive entertainment technology has arrived. With their patented new ride delivery system dubbed *CircuMotion*, **Falcons Treehouse, LLC** promises an unparalleled entertainment experience. Featuring 360 degree immersion in a virtual 3D environment, *CircuMotion* will delight thrill seekers of all ages by plunging them into the action as never before.

First envisioned by President and creative director of Falcon's Treehouse, Cecil Magpuri, the *CircuMotion* ride system has been brought to life by the combined efforts of the creative design team at Falcon's Treehouse and the technical wizardry of the Rexroth engineering group of Germany. The system combines elements found in 4D theaters, including visceral effects like wind and water, with a unique motion base that sets the entire seating area to rocking and rolling. But perhaps the most amazing feature of *CircuMotion* is its fully immersive 360-degree curved screen. Using a sophisticated projection system, Falcon's Treehouse and Rexroth have created an experience that allows guests to interact with virtual 3D characters and environments in a way that leaves traditional applications of the technology feeling a little, well...flat.

The Falcon's Treehouse mission is to enrich lives worldwide through unmatched storytelling and technological wizardry, creating the highest quality destinations, attractions, events and entertainment. Time and time again, they have done just that through their unique brand of "elemental storytelling". It's an approach that distills the familiar conventions of narrative story forms down to their most essential components, tapping directly into the primal perceptions and responses that reside within the minds of every sentient human. Thus, elemental stories are able to transcend ordinary barriers of language, culture, age, gender, and worldview. With the innovative *CircuMotion* attraction, Falcon's Treehouse has raised the bar yet again, developing a versatile ride system that packs a serious punch.

"The system is so profound it has to be experienced to be believed." says Cecil Magpuri, President of Falcon's Treehouse. "With this product we have shattered the barriers of the traditional theater-going experience. By eliminating the inherent constraints of a rectangular screen, we have also created a brand new cinematic medium, a new way to tell exciting stories."

And that, Mr. Magpuri believes, is where the future lies. As excitement mounts over the reinvention of traditional 3D techniques, innovative academy award-winning directors like Peter Jackson and James Cameron are eager to apply the technology to new and existing properties. Falcon's Treehouse is banking on the unprecedented and challenging storytelling

potential of the *CircuMotion* theater to draw these creative innovators as well as the next generation of film makers, thus creating a niche market for thrill seeking audiences and theme park guests who are looking for the next level of cinematic immersion. And of course, Falcon's Treehouse will be right there in the mix as well, with their own wildly imaginative and original story-driven films.

With *CircuMotion* theaters opening in China and Germany, Falcon's Treehouse is working hard to master the intricacies of the powerful new medium they've created. As producers of *Into the Deep*, Falcon's Treehouse plans to flex the nascent ride system's muscles with a futuristic aquatic-themed adventure. They will also be consulting on a proposed *Stargate Atlantis* film for the *CircuMotion* system.

In addition to experimenting with the frontiers of entertainment, Falcon's Treehouse is also currently under contract as the master planners for the Hong Kong's Eco Park, San Diego's Wild Animal Park and Destiny USA, Falcon's Treehouse is also developing attractions and experiences for Lotte World and India's Ramoji Film City.

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About Falcon's Treehouse, LLC

Falcon's Treehouse, LLC is a creative services firm specializing in creating immersive technology driven experiences designed to thrill and amaze today's sophisticated audiences. Utilizing the most advanced technologies in design, turnkey management and production services, Falcon's Treehouse is a leader in the entertainment and destination industries. Since its inception, Falcon's Treehouse has generated a wide spectrum of work for high-profile clients like Disney, Universal, SeaWorld, Busch Gardens, Coca-Cola, OCT, Ramoji Film City, Zoological Society of San Diego, Space Center Houston, and Hard Rock. Cecil Magpuri, President of Falcon's Treehouse, is perhaps best known for his innovative use of technology in such attractions as the award-winning *Curse of DarkKastle* at Busch Gardens Williamsburg and as cocreator of *Twister* at Universal Studios in Orlando. Falcon's Treehouse, LLC, headquartered in Orlando, Florida, has a website at www.falconstreehouse.com.

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