



## **Falcon's Treehouse *Awakes* to the Potential of Simulator Films**

Orlando, Florida- October 28, 2006 – Themed entertainment leader **Falcon's Treehouse, LLC** is stepping into the 3D simulator film arena with its debut offering, *Atlantis Awakes*. With one of the most innovative storylines ever conceived for a simulation film, *Atlantis Awakes* will combine thrilling action, phenomenal 3-D effects and a tragic tale of tortured love to create an immersive experience like no other. As guests tour the Atlantis Institute, they are launched on a wild adventure into the perilous depths of a secret undersea world. Tracking down mysterious clues and trying to solve the puzzle of a legendary curse, guests face untold dangers as they search for the lost city. From sea monsters to mermaids, the pulse-pounding plot of *Atlantis Awakes* is filled with surprising twists and turns, all leading to a fiery confrontation with the god of the sea, Poseidon.

*Atlantis Awakes* promises to be every bit as action-packed as the standard simulator fare, but the team at Falcon's Treehouse plans to elevate the experience by harnessing the vast emotional power 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.

Elemental storytelling is the cornerstone of this nuanced fairytale, which features heartbreak, jealousy, and edge-of-your-seat adventure. The undersea setting presented in this attraction is dark and the non-stop pace is thrilling, but the creative team at Falcons' Treehouse also created magical moments that promise to engage every member of the family.

The Falcon's Treehouse mission is to enrich lives worldwide through unmatched storytelling, creating the highest quality destinations, attractions, events and entertainment. With *Atlantis Awakes*, the creative design firm hopes to revitalize a flagging industry by injecting the accepted formula with a serious dose of their 'secret sauce' - storytelling.

"The compressed length has always been a challenge to simulation film creators," says Falcon's Treehouse President, Cecil Magpuri. "But there are commercials on television, thirty second spots that can grab an audience and get a strong emotional response. When you add a few minutes of introductory media in front of a four minute simulator attraction, you end up with eight to ten minutes of storytelling potential." And that, Magpuri hopes, will make all the difference.

With many years' experience working with entertainment industry simulator film pioneer, Iwerks Entertainment, along with the collaboration of his staff, which includes Emmy-award winning writers and simulator film veterans, Magpuri is confident that *Atlantis Awakes* will revitalize the simulation film medium. "This innovative film", says Magpuri, "will add layers of complexity and depth to an industry that has relied on thin plotlines to support non-stop action." The team at Falcon's Treehouse compares it to the action film boom of the early nineties. "It peaked and dropped off. What got people to come back and enjoy action films like *Hero* and *Crouching Tiger, Hidden Dragon*? It's all about one thing...story."

In addition to its ambitious plans for the simulation film format, 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](http://www.falconstreehouse.com)

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