



falcon's treehouse

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THE "INSPIRATION OF FLIGHT" SOARS TO NEW HEIGHTS AT THE 2010 SHANGHAI WORLD EXPO

Orlando, FL

The Chinese Aviation Pavilion, a partnership of Aviation Industries of China (AVIC) and China Eastern Airlines will debut a fantastic new and unique attraction at the 2010 Shanghai World Expo.

The "Inspiration of Flight" dark ride, an amazing voyage into the future of aviation, will help celebrate the "Better City – Better Life" theme of the Expo by giving guests a glimpse of how aviation will help make travel easier and more enjoyable in the future. This amazing and unique attraction promises to be the star of the 2010 Shanghai World Expo.

The attraction, the main draw to the Chinese Aviation Pavilion, will showcase not only the future technologies of aviation, but it will represent the newest technologies available to the themed entertainment industry.

Designed by Falcon's Treehouse, LLC of Orlando, FL, the "Inspiration of Flight" will be a first class multi-sensory experience. Utilizing 3D media, scenic components with integrated media, special effects and a trackless ride system, "Inspiration of Flight" is not a traditional dark ride. It is a mind-blowing journey into the future, culminating in an extraordinary flight through the heart of Shanghai of the year 2100.

"We wanted to reach beyond the usual scale of an Expo exhibit," says Cecil Magpuri, President of Falcon's Treehouse and Creative Director for the attraction. "We didn't want to just tell people what the future was going to be like; we wanted them to experience the future of 'Better City – Better Life' themselves!"

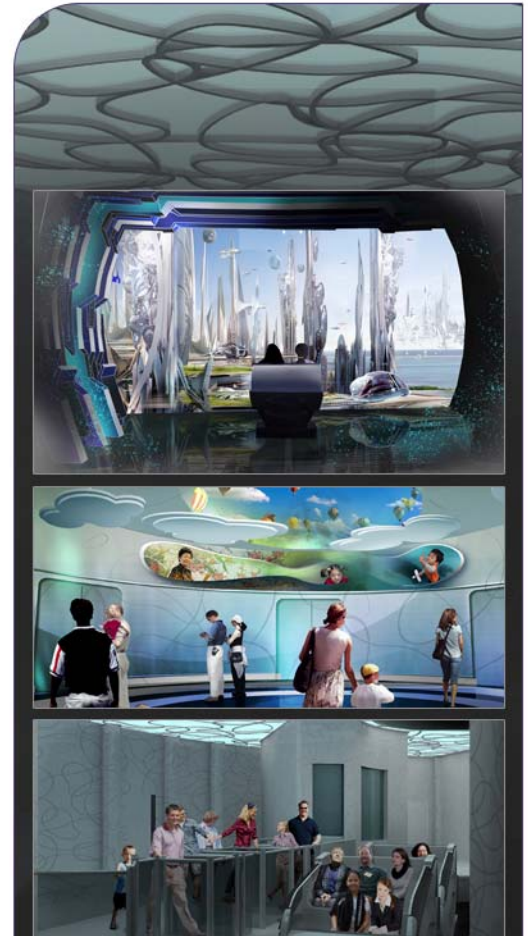
Falcon's Treehouse designed the dark ride and the media for "Inspiration of Flight" around the story of a grandmother passing her love of flight onto her grandchildren, and watching with pride as they grew up to be leaders of the aviation industry. Showcasing both technology and emotion, it was designed to be a showcase of how traditional theme park attractions can be catered to the needs and desires of Expo participants.

The attraction was with great input from the Chinese Aviation Pavilion partners. "The Chinese Aviation Pavilion team brought great insight and ideas to this project, they had a very clear understanding of what kind of experience they wanted!" Cecil Magpuri added, "We couldn't have asked for a better partnership!"

The "Inspiration of Flight" will open in May 2010 at the start of the 2010 Shanghai World Expo. With over 70 million guests expected to visit the Expo, "Inspiration of Flight" promises to bring high marquee value to the Chinese Aviation Pavilion, helping to showcase how aviation will help create a "Better City – Better Life" of the future.

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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, 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 DarKastle 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