

CINNABAR

A COMPANY OF DESIGNERS, FABRICATORS AND PRODUCERS CREATING UNIQUE EXPERIENCES FOR THE MUSEUM, ENTERTAINMENT AND CULTURAL INDUSTRIES



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It is my pleasure to celebrate with you the first five years of InPark Magazine. We made it! Recent statistics show that over half of all new businesses in the United States fail within the first five years. During these five years, the venerable Amusement Business closed its doors, the amusement industry expanded globally

with fervor, and the world's economy practically collapsed.

Our PREMIERING issue wouldn't have happened without the kindness of my good friends Bill St. Yves, Laurice Marier, Mitch & Kim Rily, Brian Szaks, Jason Paul Collum, Eric Sandigo and Jeanne Lundgren. My business mentors Vince Christy and Damian Christianson also helped get the wheels spinning.

Even more friends, associates, and my caring parents helped in the early days by hand labeling and sorting all the issues for mailing - a process that sometimes took days! We are all thankful for mailing automation...

But even with all of their help, I needed industry insiders to believe in InPark as well to make it a reality. I remember finding a cheap airfare to Orlando for Universal Studios' Halloween Horror Nights and thinking to myself, "If I get approved for a media pass, I know this was meant to be." Sure enough I did, and that became the cover story for that first issue.

The magazine you hold in your hands (or read online!) is different than the one we handed out at the IAAPA Expo five years ago. Aside from the new ipm logo and style format changes, the content has matured along with the magazine, covering more themed entertainment projects throughout a variety of industries, beyond the scope of just theme parks and waterparks.

I'm not sure what InPark Magazine will look like in another five years, but I look forward to sharing that journey to get there with you. And I promise we will continue to be an independent voice providing feature stories and critiques of industry trends and best practices.

I thank you for your continued support.

Martin Palicki

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people

SINGAPORE - **The Attraction Services Company (TASC)**, a leading engineering and fabrication (design/build) company with 35 years' experience creating themed environments and special effects, has established new offices in Singapore.

"It is a very exciting time for the leisure market in the East," says TASC president **Melissa Townsend**, who is heading up the new office. "This new TASC location enables us to increase our day-to-day availability to benefit existing Asian and Pacific Rim clients - such as Universal Studios - and make new connections."

"Asian leisure developers are in a position to build state-of-the-art attractions that will 'wow' their guests, set new standards of excellence for the industry and make the whole world take notice," says **David Aion**, TASC director of international business development. "TASC will help them do that by providing the best in design, engineering, production and fabrication of fire and water effects, custom-designed vehicles, robotics and animatronics, show control and more - cost effectively."

TASC's previous work in Asia includes several major theme park projects in Tokyo as well as Osaka.

projects

ORLANDO, FL - **Sans Gear NZ** is proud to announce a new alliance with **K2 Communications**, provider of 2D/3D Digital film content for our clients and customers for our Adventuretainment Mini Cine 3D/4D Theater designed by **Big Think, LLC**.

Sans Gear's mission is to be a one-stop source for Adventuretainment, and to provide excellent film content and service for our clients and customers, in addition to safe, fun attractions, activities and equipment. Sans Gear NZ is strategically aligning with companies that team well together to provide products, services and support for a variety of projects and venues to satisfy our clients' needs.

Sans Gear NZ will represent films for K2 in tandem with Mini Cine 3D/4D Theaters, or to clients who have pre-existing theaters and seek new film titles for their venues.

K2 is an award-winning giant screen (IMAX®) and digital film, television and web studio with extensive experience in the production and distribution of high-quality media, best known for "Everest" and other large screen format films. We are very pleased to be associated with K2 Communications and look forward to a bright future together.

Please Contact: Sans Gear NZ, WOWproduct@sansgearNZ.com www.sansgearNZ.com



AUSTRALIA - **Luna Park Melbourne** has been an icon in Melbourne since its opening in December 1912. Some of the original attractions included the Scenic Railway roller coaster, the River Caves, the Pharaoh's Daughter, the American Bowl Slide, the Palais de Folies the Ferris Wheel and numerous American slot machines (that used dimes). These days Luna Park remains a galaxy of amusements and sensations.

From the jaw dropping, eye ball popping super thrill rides like the Pharaoh's Curse, Metropolis and the Enterprise, to the exhilarating rides like the Spider, Twin Dragon, G force and Shock Drop that have been attracting families for nearly 100 years.

Luna Park Melbourne recently upgraded to using **CENTAMAN's** latest Enterprise Suite that integrates the key aspects of the Park's operations including Admissions Management, Ticketing, Point of Sale and Stock Control. The upgrade allows the Park to provide an even better customer experience including the ability to plan their trip to the Park and purchase their tickets and even a meal in advance. Once the guests arrive they can utilise the special VIP entry (Luna Express) and a simple scan allows them into the park quickly and easily and ensures accurate visitor numbers and reporting for Management.

Using CENTAMAN's Industry Leading Web Framework ensured a quick deployment onto Luna Parks' newly designed website and a rapid time to market in time for school holidays. Mark Iles, CEO of CENTAMAN Systems, said: "Our fully integrated venue management system enables Luna Park to provide visitors with a state of the art experience on-site including fast VIP access for pre purchased tickets over the internet and fast, accurate stock control using our mobile stock take devices."

Barbara Murphy, Sales & Marketing Manager for Luna Park Melbourne, said: "The team at CENTAMAN have helped us provide a really effective web solution for our customer within a very tight timeline. The solution is proving extremely effective at helping us to improve our customer experience and has been very easy to use".

For more information on CENTAMAN Systems visit www.centaman.com.au.

For more information on Luna Park Melbourne visit <http://www.lunapark.com.au/>

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places

GLENWOOD CAVERNS, CO - Leading show control/A-V company **MediaMation, Inc. (MMI)** of Torrance, CA continues to shake up the amusement industry with yet another high profile installation of its hugely popular turnkey 4-D EFX Theaters. Opening in Summer 2009 at **Glenwood Caverns Adventure Park**, the new attraction can accommodate 650 riders per day and is believed to be the "First 4-D Theater in Colorado."The project represents one of several successful collaborations between MediaMation and motion simulator movie producer nWave Pictures.

For the Glenwood Caverns project, MMI supplied 24 of its own X-4D motion effects simulator seats. These seats, which are featured in attractions all over the world, come standard with six different special effects – a full 3DOF analog motion base, front air blast, front water spray, neck tickler, leg tickler and seat vibrator. In addition to the X-4D motion effects seats, MMI provided and installed the entire show control system, including audio, video, projection, lighting and additional theater effects.

Regarding MediaMation's participation in the Glenwood Caverns 4-D Theater, MMI Project Manager Chris Seide observes: "MediaMation was selected for this project for several reasons. First, as manufacturer of its own high-quality X-4D seats, MMI is a one-stop shop that can provide an entire turnkey theater system. Secondly, when compared to other systems on the market, MMI provides a top quality product at a very competitive price, which is also eco-friendly and easier to maintain.

"Finally," Seide continues, "The MediaMation system offers tremendous flexibility, and is technologically compatible with any content, i.e. motion simulator film, that operators choose to run. This type of attraction, if executed correctly, is known to produce a solid, ongoing revenue stream, and costs can be paid down very quickly to start earning a profit. MMI's cost-effective products and services are designed to help operators start turning such profit sooner rather than later."



SEVIERVILLE, TN – **Wilderness at the Smokies** in Sevierville, the southeast's largest indoor and outdoor waterpark resort, will open its newest attraction, Runaway Canyon, in November. Runaway Canyon will be located in the Wild WaterDome indoor waterpark at Wilderness at the Smokies.

Runaway Canyon is a five-story high enclosed waterslide measuring more than 450-feet and featuring a total drop of almost 60-feet. Using more than 8,000 gallons of water per minute, Runaway Canyon propels up to four people in rafts through a series of exciting, totally enclosed twists, turns and drops.

Runaway Canyon sends entire families rocketing through winding channels and gargantuan tunnels. This dark journey has you blasting through water curtains, climbing high onto steeply-banked walls, and leaning into explosive turns, 360-degree loops and pulse-pounding dips. Runaway Canyon features themed lighting, music and sound effects that provide the ultimate family thrill.

General Manager David McGregor said Runaway Canyon represents an additional local investment by Wilderness at the Smokies of more than \$1 million.

The name "Runaway Canyon" was selected by fifth grade students at Catlettsburg Elementary School in Sevierville. With the help of Principal Jerry L. Wear, Wilderness at the Smokies asked students to help them pick the name of the new attraction. As a reward for selecting the name, fifth graders from Catlettsburg Elementary will be among the first people to experience Runaway Canyon when it opens.

products

DENVER, CO - **SCS Interactive**'s newest interactive product, the Cannonball, is now available in the North American market. Through a strategic partnership, SCS Interactive is leveraging its strong sales and marketing capabilities to introduce and sell this **Weigand Maelzer** patented product. This unique waterplay feature is a great way to add interest and excitement to a pre-existing pool or include it in a new pool design to ensure your facility has the latest and greatest in waterplay interactivity.

The Cannonball is based off of the idea of a water cannon, this attraction projects the rider up to 23 feet into a swimming pool. The rider gets into the seat and once he/she is in the proper position the attendant hits the start button and next thing you know you are flying in the air on a wave of water until you land safely in the pool below. The experience is like riding on a wave and the entrance into the pool is smooth based on the ergonomic factors taken into account during the design of the Cannonball.

For safety, a sensor and a video control system are installed. Also the Cannonball meets the highest safety standards accepted by TÜV.



BEIJING - **ProSlide** goes Olympic! In 2010 ProSlide will introduce its latest innovation, the ProSlide RideHOUSE™, an all-new experience in family water play structures that will take the industry by storm! The ProSlide RideHOUSE™ is the new "ActiveWaterPlay" Structure for kids of all ages that features tons of water cannons, active water sprays, and RideHOUSE™ versions of many of the ProSlide award-winning rides never found on a multi-level water play structure before. The RideHOUSE TOPSY-TURVY™, RideHOUSE Octopus RACER™, & RideHOUSE FireSlides™ will have kids of all ages screaming for more and will entertain families for hours on end!

The ProSlide RideHOUSE™ multi-level "Ride 'n Play System" will make its debut at one of the most recognizable buildings in the World. The same building that Michael Phelps won his 8 Olympic medals in 2008! The Olympic Watercube in Beijing, China! The Watercube is adding a very large indoor waterpark that will be packed full of the Hottest Water Rides on the Planet from ProSlide! The RideHOUSE™ at Watercube will also feature an enormous High Volume, High Speed Water Dump that will soak everyone in its path! In addition to the ProSlide RideHOUSE™, the Beijing Watercube will also feature our award-winning TORNADO™, the hottest-selling water ride on the planet, the ProSlide BulletBOWL™, as well as 12 other ProSlide "Specialty RideHOUSE™" water rides sure to make this facility a world-leader in indoor waterparks.

The Beijing Watercube is scheduled to open in June 2010 so get set to experience an Olympic adventure for yourself!

