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I'm about to say something that might not be very popular. Regardless of your political affiliations, and in the face of Eternal American Optimism™, I have to say I don't think this economic downturn is over. Of course, I want it to be a thing of the past. I want all of our parks to grow and expand, to add new attractions and experiences, and I want new places to pop up and ideas to flourish.

But I don't think we're at that point yet. The US system of growth and expansion has relied almost exclusively on a high ratio of lending to capital. And with that lending system under increasing scrutiny from shareholders, investors, and government regulators, it doesn't seem to be loose enough really fund extensive research and development.

But the situation may not be as grim throughout the world. In fact, some of the most exciting park plans and projects are happening far away from the United States. Thankfully, many developers are relying on the expertise U.S. companies are able to provide right now. But that competitive edge will not last forever.

The dirty downside to global corporate expansion is the increased global competition. And you can be assured that someone out there will do the same thing you are doing, only cheaper. Now is the time our industry should be sending down international roots, establishing recognizable brands and touting our commitment to quality and respectable safety standards. And our industry associations have an obligation to protect their members' intellectual property in the often seemingly lawless international marketplace.

The political divisiveness embroiling the United States does not bode well for a quick recovery – when enough people stand on the far ends of a teeter-totter, eventually it will break. But for now, the U.S. maintains a good global position, with a president generally well-liked around the world. If you aren't already, get involved in international projects - it may be the only way to ensure your company's survival.

-Martin Palicki

people

OTTAWA, CANADA - **ProSlide** is proud to welcome the newest member to the ProSlide Team! Based out of Amsterdam, **Lars Lenders** will step into the role of Business Development Manager for ProSlide's overseas projects. Lars will join the Sales Team, with **Rick Hunter, Jeff Janovich, Phil Hayles & Frank Good**, to further develop the company's presence in Europe, Asia and the Middle East.

Having worked with both manufacturers in the theme park and waterpark industry, Lars will use the extensive experience he has gained from being in charge of leisure projects worldwide. "In fact, now that I have seen the various fields of leisure development, I look forward to combining this know-how in future waterpark projects", says Lenders.



POLK COUNTY, FL - **LEGOLAND®** Florida announced **Adrian Jones** has been appointed as General Manager with his duties beginning immediately.

Jones has had a fantastic career within Merlin Entertainments. Most recently, Jones served as Divisional Director of Midway Attractions in the Western United States, responsible for LEGOLAND Discovery Center in Schaumburg, Illinois, Madame Tussauds Las Vegas and Madame Tussauds Hollywood -- which was the first Madame Tussauds attraction ever to be built from the ground up in 200 years. Jones has worked in leisure attractions for more than 20 years and has done everything from selling ice cream to being a General Manager that has driven attendance and visitor satisfaction in his attractions. His experience will prove to be a tremendous force in guiding LEGOLAND Florida into being one of the best theme parks in the world.



BURBANK, CA - The International Board of the **TEA** (Themed Entertainment Association) selected as TEA's next president 40-year attractions industry veteran **Rick Rothschild**, founder and chief creative officer of **FAR OUT! Creative Direction**, and creative director at **Global Immersion**. Rothschild, best known for his three decades as creative executive with **Walt Disney Imagineering**, will formally commence his term in November.

"I welcome the opportunity that the International Board of TEA has extended in selecting me as President for the upcoming year," says Rothschild. "For TEA, serving the global community of those who create compelling guest experiences and places, this next year is significant as it leads up to the 20th anniversary of TEA's founding. I look forward to leading the TEA International Board... and to helping plan the next 20 years..."

projects

UNITED KINGDOM - With the 2010 season now in full swing, UK amusement ride manufacturer **Amusement Technical** has announced the completion of a range of projects for a variety of attraction venues, while also introducing several new "off the shelf" safety related products.

At **Camelot** theme park in north west England, Amusement Technical has completed the full refurbishment of the park's 33-seat Pirate Ship ride, while also carrying out continued maintenance on the Nightmare roller coaster. At **Knowsley Safari Park**, also in the north west area, the company has refurbished the venue's mini-Pirate Ship and Severn-Lamb built train.

On the south coast, at **Funland Hayling Island**, Amusement Technical has completed the full refurbishment of the park's Breakdance ride, including a full upgrade of the drive and control system, while it has also carried out work on the Ghost Train on the South Pier in Blackpool, where a new control system and a newly developed vehicle anti-collision system have been added.

The anti-collision system is, in fact, part of a retrofit safety product range the company is developing in response to feedback from both operators and ride inspectors for the need for such devices to reduce even further the possibility of incidents occurring on different amusement ride devices.



UNITED KINGDOM - **The Grand Pier** in Weston-Super-Mare, near Bristol, and **Great Yarmouth Pleasure Beach** on the Suffolk coast, have both added new 4D effects theatres from the UK based specialist **Simworx Ltd.**, adding more family fun and excitement and a totally new type of attraction to their offerings.

Devastated by a fire in July 2008, the Grand Pier is on schedule to re-open this summer following a £39 million rebuilding programme, which includes state-of-the-art rides and attractions. Among these is a new, 51-seat, 4D effects theatre from Simworx, who have completed a full turnkey project, incorporating the theatre into the new Pavilion building.

Featuring grandstand seating, the theatre also utilises full HD 3D projection, a **Christie** high definition sound system, special effects lighting and numerous 4D effects, such as seat vibration, water spray, leg ticklers, wind blowers, low smoke and bubbles. Several films will be available which can be changed on a regular basis to take into account the high number of repeat visitors who come to the pier, those due to be shown including the award winning World War Two epic The Mission, the fast action paced Ravine Racer and the fun-filled, award winning pirate adventure Curse of Skull Rock.

Commenting on the two projects, Simworx Managing Director Terry Monkton said: "I'm delighted to have secured these two quite different projects at two of the UK's most popular seaside resorts. It's been a pleasure to be involved in the re-building plans at the Grand Pier in Weston-super-Mare and I'm sure our theatre there will become a very popular part of the overall experience provided. At Great Yarmouth, again we're very proud to bring to a traditional seaside amusement park an attraction which features some of the latest, state-of-the-art technology which I feel will add another dimension to the vast array of rides and attractions on offer. I'm confident both projects will be very successful."

ISTANBUL, TURKEY - **Aquafantasy Waterpark** (Izmir, Turkey) a part of Aqua Fantasy Hotel and Spa built on a 45 acre land, located in Selcuk ancient city, along the Aegean coast, celebrated its 10th year by adding two unique water rides designed, manufactured and installed by **Polin Waterparks and Pool Systems** (Kocaeli, Turkey). The slides are L-RTM (Light-Resin Transfer Molding) manufactured "Family Rafting Slide" and a "Wave Slide" that belongs to the "Extreme Slide Series" of Polin which are different than the other slide series in terms of their distinctive design and their ride path.



San Francisco, CA - **Thorburn Associates** Principal Lisa Thorburn presented her White Paper entitled China 2020: How China's Growth and Future Will Impact Business Development in the A/E/C Industry at the 2010 SMPS (Society for Marketing Professional Services) Build Business™ conference in Boston.

The paper, which focuses on strategies for companies in the Architecture, Engineering and Construction (A/E/C) fields, also explores the general business practices and customs of China and provides valuable insight for anyone looking to expand their business in that direction. Thorburn researched a host of A/E/C companies currently working in China as well as drew upon Thorburn Associates' own global business experience.

"Most people understand that marketing a business in China requires a great deal more preparation and groundwork than in most Western countries," explains Thorburn, "but few realize how dynamic of an environment it is in China right now." Many of the skills necessary to succeed in this rapidly growing market are directly transferable to other markets - building trust and developing relationships is one example.

Thorburn put the finishing touches on the White Paper during a recent visit to China for the World's Fair in Shanghai. "The Olympics in 2008 and Expo 2010 are showing the world that China's paradigm for doing business with Westerners is changing," says Thorburn. "I wanted to be able to share the insights we have gained at Thorburn Associates with others."

Thorburn presented the paper at the SMPS Build Business™ conference in Boston in mid-July. The SMPS Foundation, a non-profit educational collaboration, sponsored the White Paper as part of its annual series of educational sessions and White Papers. The White Paper is available for viewing online at <http://www.smeps.org/Content/NavigationMenu/Foundation/Research/default.htm>



SHANGHAI, CHINA - Emmy winning digital media pioneer **Mindi Lipschultz** was engaged by **BRC Imagination Arts**, one of the world's leading creators of entertainment and brand experiences, to direct and produce some 80 animated and interactive media segments for the Information & Communications Pavilion presented by China Mobile and China Telecom at Expo 2010 Shanghai.

BRC was creator, designer and executive producer of the pavilion. The Shanghai Expo, which opened May 1 and will run through October 31, is the largest world's fair ever raised, with a projected total attendance of 70 million visitors. The theme of the expo is "Better City, Better Life."

SEOUL, SOUTH KOREA - **WhiteWater International LLC**, the global leader in waterpark design, engineering and manufacturing, today announced the completion of the first Abyss™ waterslide, the largest and most thrilling waterslide attraction in the world. The Abyss™ opened at **Hanwha Resort** in South Korea in August 2010.

The Abyss™ is a bold new multi-person experience that is as visually inspiring as it is entertaining. Standing nearly 30 meters tall and using high capacity four- or six-person rafts, the Abyss™ towers over other waterpark attractions. Its innovative design features bigger drops, higher walls and more near-vertical oscillations than any other ride in its class. Both the flume and the funnel are available in a variety of configurations and come in a wide range of colors. Decorative themes and advanced interactive sound and lighting can also be added to create an even more original and entertaining guest experience.

The Hanwha installation site - a small space on the roof of a partially underground building - posed a daunting challenge to WhiteWater engineers. To minimize weight and conform to the limited footprint, WhiteWater developed an advanced lightweight exo-structure that actually improves the visual appeal of traditional funnel rides by reducing the amount of visible steel. Angled concrete footings and pilings bear most of the weight. The result is a massive orange, blue and silver structure that appears to hover just above the ground.

"Introducing a new multi-person attraction is always extremely exciting," says WhiteWater CEO Geoff Chutter. "This time, the installation conditions were particularly challenging, but thanks to a shared vision of success and a highly collaborative working relationship with the Hanwha Resort management team, we were able to open this new attraction on time and on budget. Guests will love the Abyss™ for the unique entertainment experience it offers."



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products

CHICAGO, IL - **CENTAMAN's** next generation Centurion turnstiles now feature IP connectivity. CENTAMAN Remote Turnstile Management software is designed to access the IP enabled turnstiles via the internet allowing settings and timers to be remotely adjusted, turnstile operation history to be accessed and in the event of any problems, undertake remote diagnostics to identify what the problem is thereby reducing the time required on site or eliminating the need for a site visit completely.

Remote Turnstile Management coupled with a 24/7 Sydney based support centre ensures CENTAMAN is in the best position to keep your turnstiles operating as efficiently as possible no matter where they are located.

Remote Turnstile Management is designed to reduce the hidden cost of ownership and ensure the maximum up time of a turnstile system. It is now feasible to have turnstile settings remotely adjusted. In the event of any problems the cause of the problem can often be identified without sending someone to site and often that problem can be simply rectified either remotely or clear instructions can be given as to what is required thereby eliminating the cost and time delay of a technician to be sent to site. In the unlikely event that a technician is required to attend site they will know ahead of time what is required.



LAS VEGAS, NV - **Wildfire Inc.**, market leader in UV (ultraviolet, aka "black light") effects for theater, themed entertainment and special events, will reveal a new product line: the UltraRail Series, and two new fixtures: one in its popular Effects Master series and one in its core Long-Throw series, at LDI 2010, the annual trade show and conference for live entertainment industries, October 22-24, in Las Vegas, NV. Wildfire will display their new products at LDI 2010 in booth #2406.

"We are very excited to unveil these new energy efficient and lower cost models into our popular Long-Throw and Effects Master product lines at LDI. We anticipate the versatile UltraRail Series will be ideal in a wide variety of retail and architectural applications," says John Berardi, president of Wildfire Inc.



places

Luna Park, Melbourne, deploys CENTAMAN people counting solution

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, the park has been attracting families for nearly 100 years.

Luna Park is a free to enter, un-gated venue which wanted to be able to accurately count the number of people entering the site without causing any physical obstruction which might distract from the iconic entry.

Luna Park already used **CENTAMAN's** Enterprise solution for a variety of applications including ticketing, POS & Membership so they consulted with CENTAMAN Systems as to their options for people counting. CENTAMAN recommended deploying thermal sensors over their main entrance which could be connected to Traffic Insight™, CENTAMAN's people counting software solution.

Two outdoor thermal scanners were linked together to monitor the 4 metre wide entrance of the park and they accurately count people coming and going, even when they are walking closely together in groups.

The Traffic Insight™ software, in turn, logs all the counts from the sensors allowing the system to provide accurate real time counts of population levels as well as later reporting back on hourly counts of pedestrian traffic in and out of the area, thereby providing valuable pedestrian traffic data to Luna Park's management team to help with its strategy and decision making.



BURBANK, CA – Its arc structure resembling the keel of a ship, the China State Shipbuilding Pavilion at **Expo 2010 Shanghai China** showcases the nation's time-honored history of shipbuilding and is one of the few pavilions that will remain as a museum after the Expo concludes. **Electrosonic** provided the extensive audio, video and show-control systems for the pavilion that enable visitors to explore the role of shipping in China's past, investigate exciting concepts for future floating cities and farms, and simulate navigation. Electrosonic was challenged to deliver multi-image and edge-blended displays onto unusual surfaces; and furnish immersive interactive experiences for visitors.

Electrosonic project manager Marcelo Videla describes the challenges presented by the project. "A project the size and scope of the China State Shipbuilding Pavilion typically has a life cycle of 18 months, but we had just seven months to complete our work from beginning to end. For much of the time we were working out of sequence with various phases of the process overlapping. Adding to the challenge was the fact that this is one of the few pavilions that will remain after the Expo so much effort went into ensuring that installed elements were easily expandable in the future." It will continue to operate as a permanent museum and exhibit long after the Expo is over.

Overall, Electrosonic furnished front, rear, and fog projection screens with the majority of surfaces edge-blended and/or warped to accommodate unusual screen geometry. More than 100 projectors were installed, as well as a videowall and 23 plasma and LCD displays – nine of them with built-in touch-sensitivity - ranging from 21 to 103 inches. In addition, 72 individual audio inputs and 94 individual audio outputs feed approximately 150 speakers.