



®

Theme Park Attraction Development

The theme park industry can be summarized as “the serious business of fun,” a phrase coined by the theme park association, the International Association of Amusement Parks and Attractions (www.iaapa.org). Park facilities and their integral attractions carefully segregate the “onstage,” or public, side of the park from the “backstage,” or business side of the operation.

On the business side, our theme park clients’ operations are not very different from the operations of our petrochemical and industrial clients. CPU® has teamed with PhilBAR, Inc. and Thola Productions, theme park attraction developers, to provide attraction-level and park-wide integration and enterprise integration.

PhilBAR and Thola owner-operate joint venture remote control attraction installations in client theme parks in Southern California and Central Florida.



PhilBAR develops and manufactures the control systems, and Thola produces the models, mechanical equipment, and network.

PhilBAR developed and patented a floor-powered control system for remote control racecars, that PhilBAR and Thola later developed into a hovercraft attraction, *The Hoverdrome™*.



The Hoverdrome™

The Hoverdrome™ was introduced to the industry at the IAAPA tradeshow in Los Angeles, winning first place in the “Best New Attraction” and “Best Exhibit in Class” awards.

Following the show, an international theme park operation approached the PhilBAR/Thola team with a concept for a floor-powered attraction for remote controlled “telepresence” cars that would combine reality/virtual reality in “real-time.” The attraction was code-named TelePresent Cars, or TP Cars.

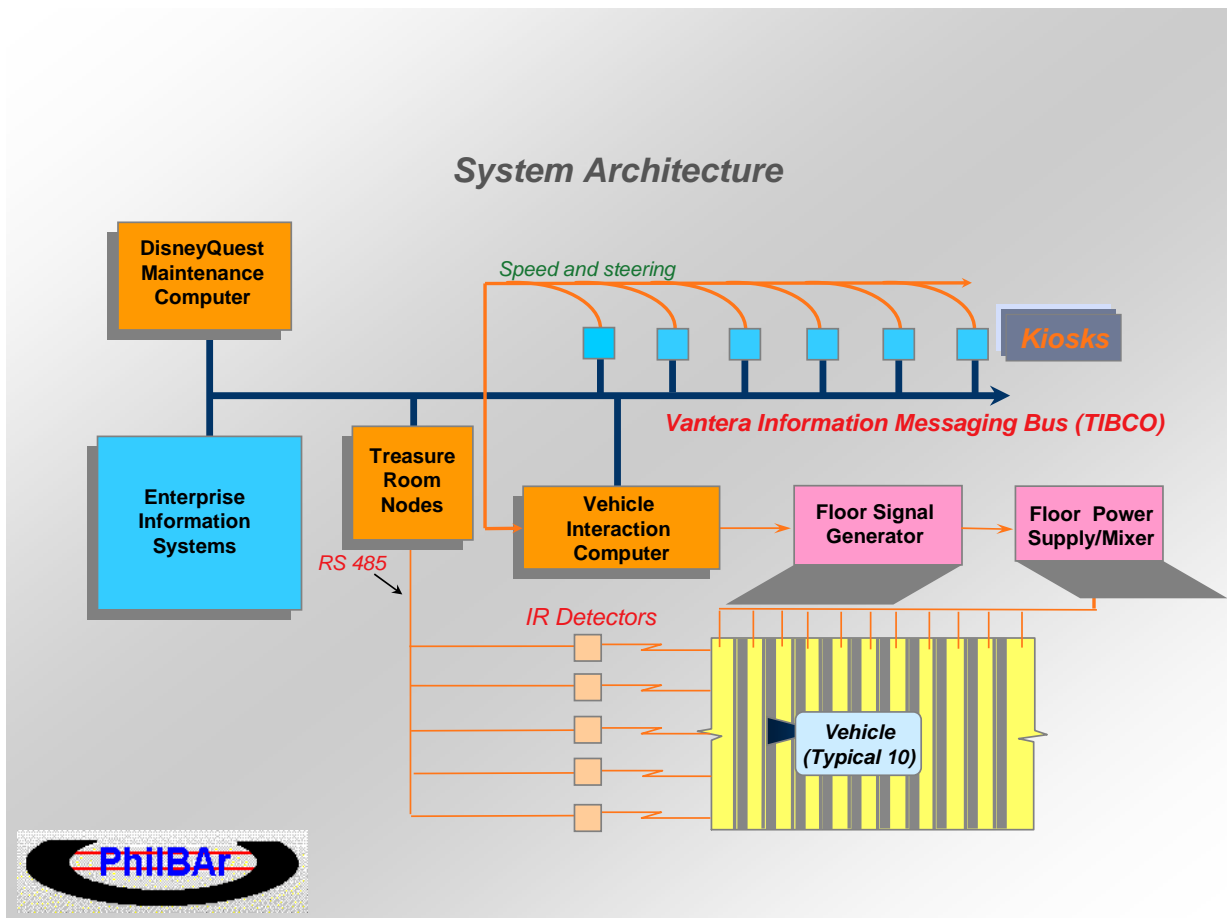


TelePresent Car Attraction

The approximately one-tenth scale cars, each equipped with miniature video camera, would “look” forward through the windshield of the car. The guest (driver) would be present (telepresent) in the car by virtue of the video camera. The camera transmits its signal to a receiver, which then displays the “view” out of the windshield onto the guest’s video monitor screen on the driver Kiosk (console).

The game-play aspect of the attraction involved the search for “Treasure Rooms” in a maze, and the collection of “treasures” from these rooms by the guest drivers. Meeting the game-play requirements involved detection and recognition of individual cars by the individual treasure rooms, transmission of the recognition data to the kiosk control computer via the Vehicle Interaction Computer, seizing control of the particular vehicle, initiating the virtual reality video overlay mixed with the camera video, indication of the treasure being collected, and return of vehicle control to the driver.

The TelePresent Car Attraction system architecture is exhibited below.



TelePresent Car System Architecture

The ten floor-powered cars have onboard video cameras that transmit video to the respective guest Kiosk, and Infrared (I/R) coded emitters. Each Treasure Room is equipped with a PhilBAR Remote Terminal Unit (RTU) equipped with a I/R detector input sensor. Each RTU is capable of decoding the Car I/R code, and reporting the arrival of a particular Car at its particular Treasure Room. The RTU then reports the arrival event to a Hewlett Packard Vantera Node, which in turn publishes the arrival to the messaging middleware-based Vantera Information Messaging Bus. The arrival is then subscribed to by the arriving Car's Kiosk, initiating the treasure collection event.

The Vantera Information Messaging Bus also publishes attraction-related events to the attraction maintenance computer and to the enterprise.

CPU[®] was engaged by the attraction owner to provide the attraction level and the enterprise level enterprise application integration. The system is capable of providing horizontal integration with other attractions in the same park, vertical integration to the enterprise, and remote support from the CPU[®]/PhilBAR support studio.

The attraction has been in operation for over five years, and has provided entertainment for over two million guests.

CPU[®] is a registered trademark of Computerized Processes Unlimited, LLC.