

2021





EXPERIENCE IMAGINATION

Falcon's Creative Group designs and executes deeply immersive and wildly innovative experiences for the world's most recognized themed entertainment developers. The company develops creative solutions under three divisions: Falcon's Treehouse, Falcon's Digital Media, and Falcon's Licensing.

Each division is fueled by a group of exceptional professionals, with Cecil D. Magpuri, president and chief creative officer, leading the way.

















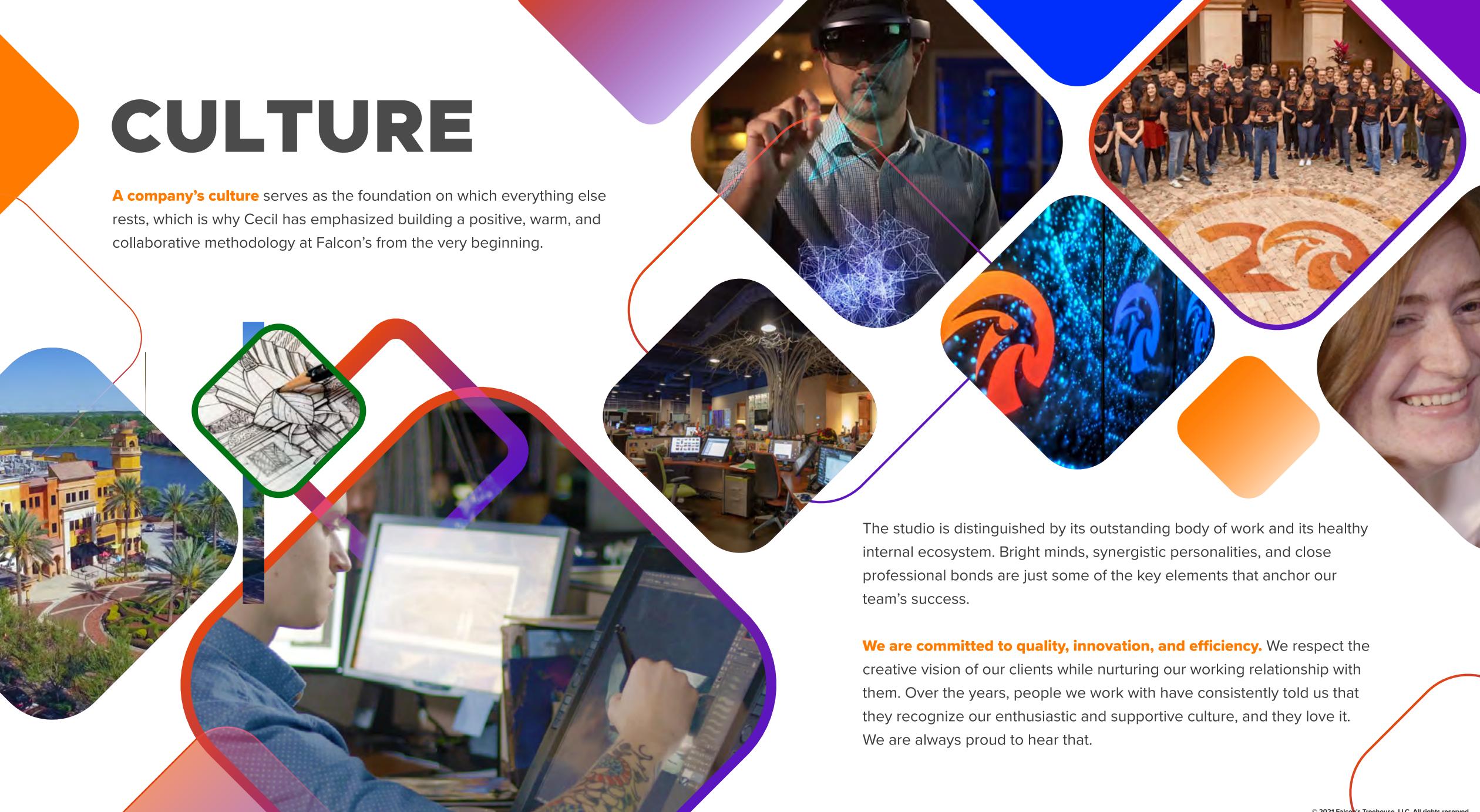
Master Planning
Attraction Design
Brand Experience Design
LBE Design
Hospitality Design
Zoos & Aquariums
Themed Retail & Restaurants
Museums & Exhibits
Executive Production



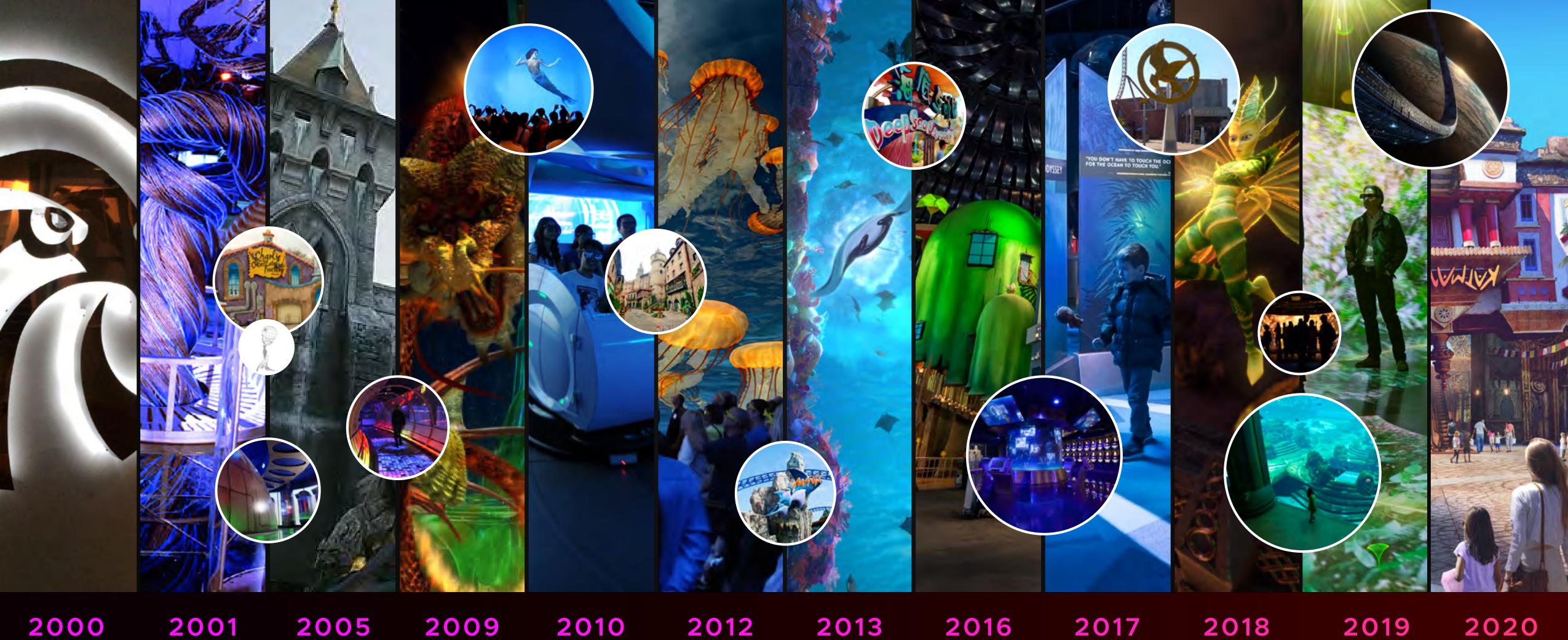
Media Production
Interactive Experiences
VR & AR Content Development
Projection Mapping
Architectural Visualization
Sound Production
Software Development



Attraction Systems
Technology Systems
Media Library







Founding of Falcon's by Cecil D. Magpuri

AT&T New Global Neighborhood at Disney's **EPCOT** marks Falcon's first completed project.

Curse of DarKastle opens at Busch Gardens





Dragon's Treasure at City of Dreams Macau opens



Inspiration of Flight dark ride opens at the 2010 Shanghai

World Expo

opens

TurtleTrek at SeaWorld Orlando



Ocean Avenue **Media Canopy** debuts at Chimelong's Ocean **Kingdom Theme** Park



IMG Worlds of Adventure opens

Heroes and **Legends** at **Kennedy Space Center Visitor** Complex opens

National Geographic Encounter: Ocean Odyssey in Times Square NYC, and **National Geographic** Museum's Tomb of **Christ: The Church of** the Holy Sepulchre Experience opens

Lions Gate Zone

Dubai opens

at MOTIONGATE TM

Battle for Eire at Busch Gardens Williamsburg and ATLANTIS Sanya in Hainan, China opens

National Geographic Museum: Becoming Jane in Washington D.C. opens

Katmandu: Punta Cana





2020

TEA Outstanding Achievement Award – Becoming Jane: The Evolution of Dr. Jane Goodall

32nd Annual American Alliance of Museum's Excellence in Exhibition

Winner - Becoming Jane: The Evolution of Dr. Jane Goodall

MUSE Creative Awards - Platinum – Experiential & Immersive - The Ring Experience at Halo: Outpost Discovery

MUSE Creative Awards - Platinum — Experiential & Immersive - National Geographic Museum's "Becoming Jane" Gombe 3D Experience at National Geographic Museum

Muse Creative Platinum Award - Experiential & Immersive — "Becoming Jane: The Evolution of Dr. Jane Goodall" Falcon's Vision® AR Experience at National Geographic Museum

The Telly Awards Silver Winner – General Animation – The Ring Experience

The Telly Awards Silver Winner – Craft-Use of 360 – Becoming Jane: Gombe Theater Experience

The Telly Awards Silver Winner – Immersive & Mixed Reality – Becoming Jane: Chimp Chat Interactive

The Telly Awards Silver Winner – Immersive & Mixed Reality – Becoming Jane: Augmented Reality

2018

AVA Awards – Falcon's Creative Group Website

LIMA Location-Based or Experiential Initiative Award – National
Geographic Encounter: Ocean Odyssey

IAAPA Brass Ring Award - National Geographic Encounter: Ocean Odyssey

2017

Hermes Creative Awards Gold – First Look at Augmented Reality and Virtual Reality

Communicator Award – Falcon's Creative Group Website

Experience Design & Technology Award – "Best Museum Environment"

Gold – Heroes and Legends at Kennedy Space Center Visitor Complex

IAAPA Brass Ring Award – Heroes and Legends featuring U.S.

Astronaut Hall of Fame

2016

W3 Silver Award – Best Brand VideoW3 Silver Award – Best Website/Self Promotion

2015

Davey Award – Best Website and Online Marketing
 Communicator Award – Falcon's Creative Group Website
 Pixie Award – Ocean Avenue Media Canopy at Chimelong Ocean Kingdom

Pixie Award – Deep Sea Odyssey at Chimelong Ocean Kingdom

2013

Pixie Gold Award – Manta

Pixie Platinum Award – Turtle Trek 3D 360

2010

Davey Award – Best Website Design

Communicator Award – Best International Website

TEA Outstanding Achievement Award – Dragon's Treasure

2009

Visual Effects Society Award – Outstanding Visual Effects in a Special Venue, Dance of Dragons

2008

Communicator Award – Best Website Structure and Navigation

2007

W3 Gold Award – "We are Storytellers"

Davey Award – Online Branding and Website

TEA Outstanding Achievement Award – Great Glass Elevator at Charlie and the Chocolate Factory

2006

TEA Outstanding Achievement Award – Curse of DarKastle

IAAPA

2013, 2014, 2015 Gold Member 10 Years of Distinction





























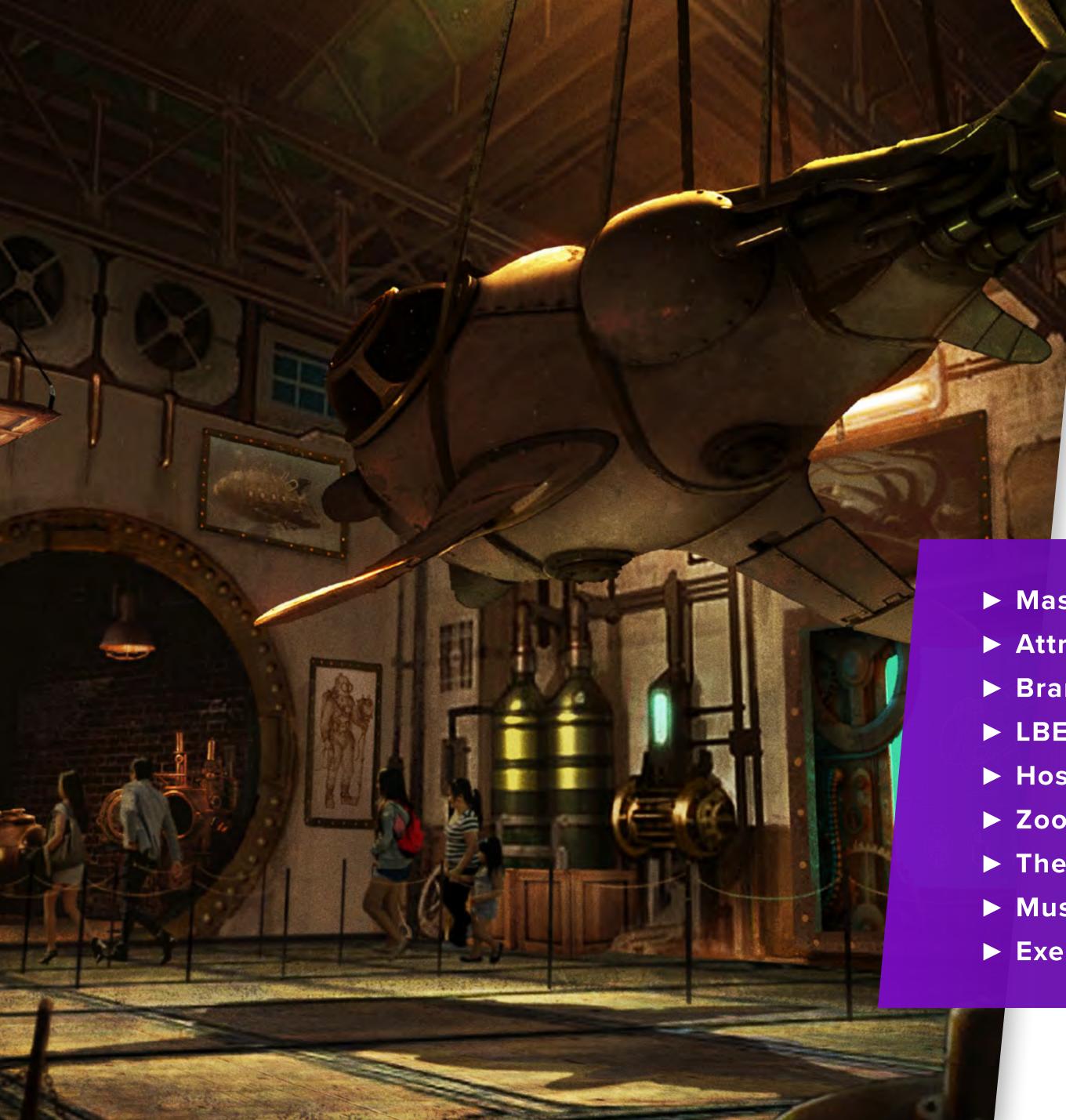




Falcon's Treehouse | Falcon's Digital Media | Falcon's Licensing









Falcon's Treehouse transforms space with breakthrough creative solutions and the latest technology. Our master planning, attraction design and special venue development deliver immersive adventures that challenge the limits of reality and create unforgettable experiences.

- **►** Master Planning
- ► Attraction Design
- **▶** Brand Experience Design
- **▶** LBE Design
- **▶** Hospitality Design
- **►** Zoos & Aquariums
- ► Themed Retail & Restaurants
- **▶** Museums & Exhibits
- **▶** Executive Production



PROJECT SPOTLIGHT

ATLANTIS SANYA, CHINA



THE LOST CHAMBERS AQUARIUM & AQUAVENTURE WATER PARK

In 2013, Fosun International Limited announced their plans to develop a new Atlantis Resort along the Haitang Bay National Coast in China. The project was in collaboration with Kerzner International, who has developed Atlantis Resorts in The Palm, Dubai, and Paradise Island, Bahamas. Falcon's provided thematic and interior design services for Atlantis' newest latest destination, as well as art directing their designs as they come to life onsite.

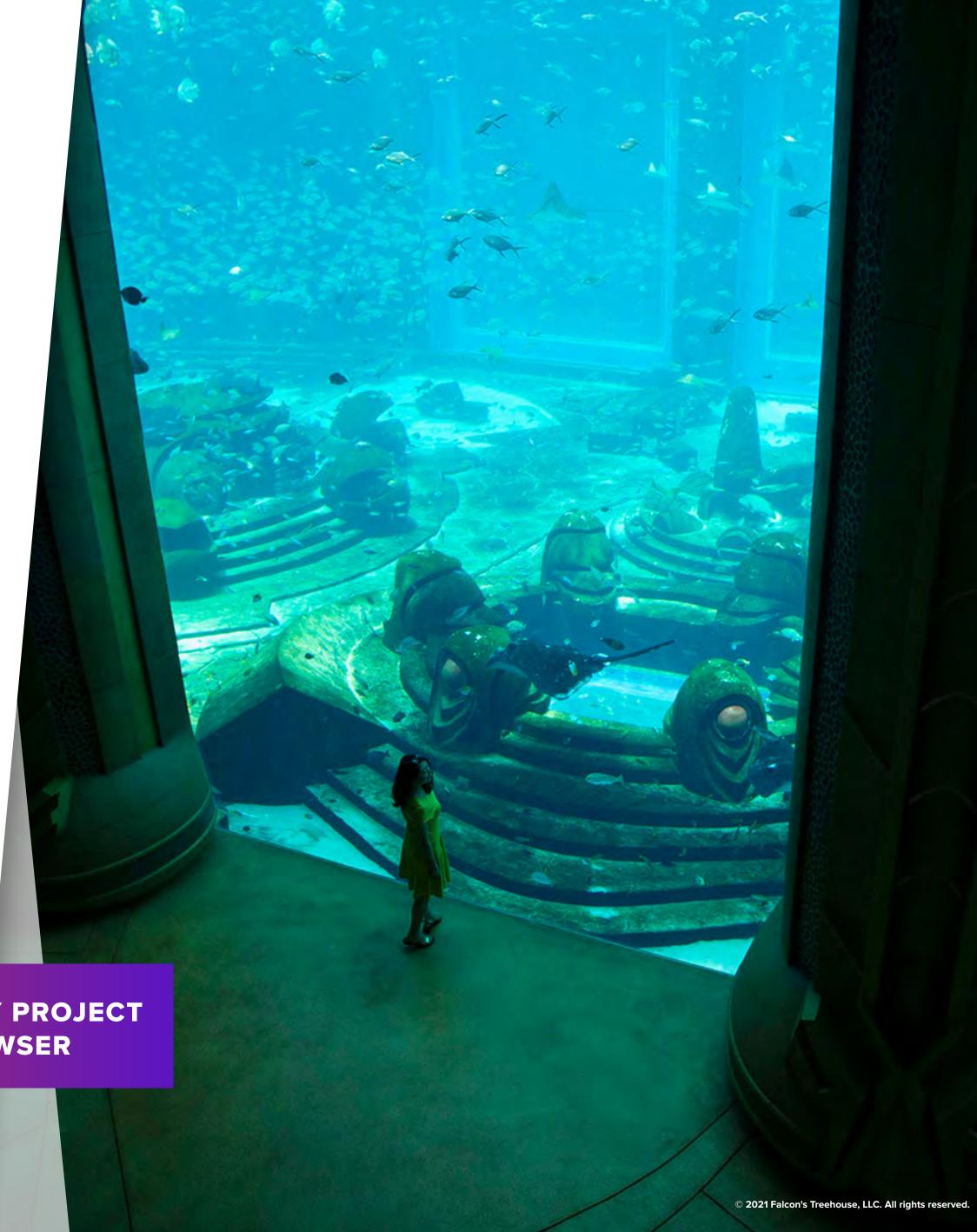
Atlantis Sanya overlooks the beautiful South China Sea and offers the Aquaventure Water Park, The Lost Chambers Aquarium, world-class dining experiences, luxury boutiques, and extensive beaches. The Aquaventure Waterpark and Lost Chambers Aquarium was the primary focus of Falcon's scope of services.

CLIENT: Fosun International Limited **LOCATION:** Hainan Island, China

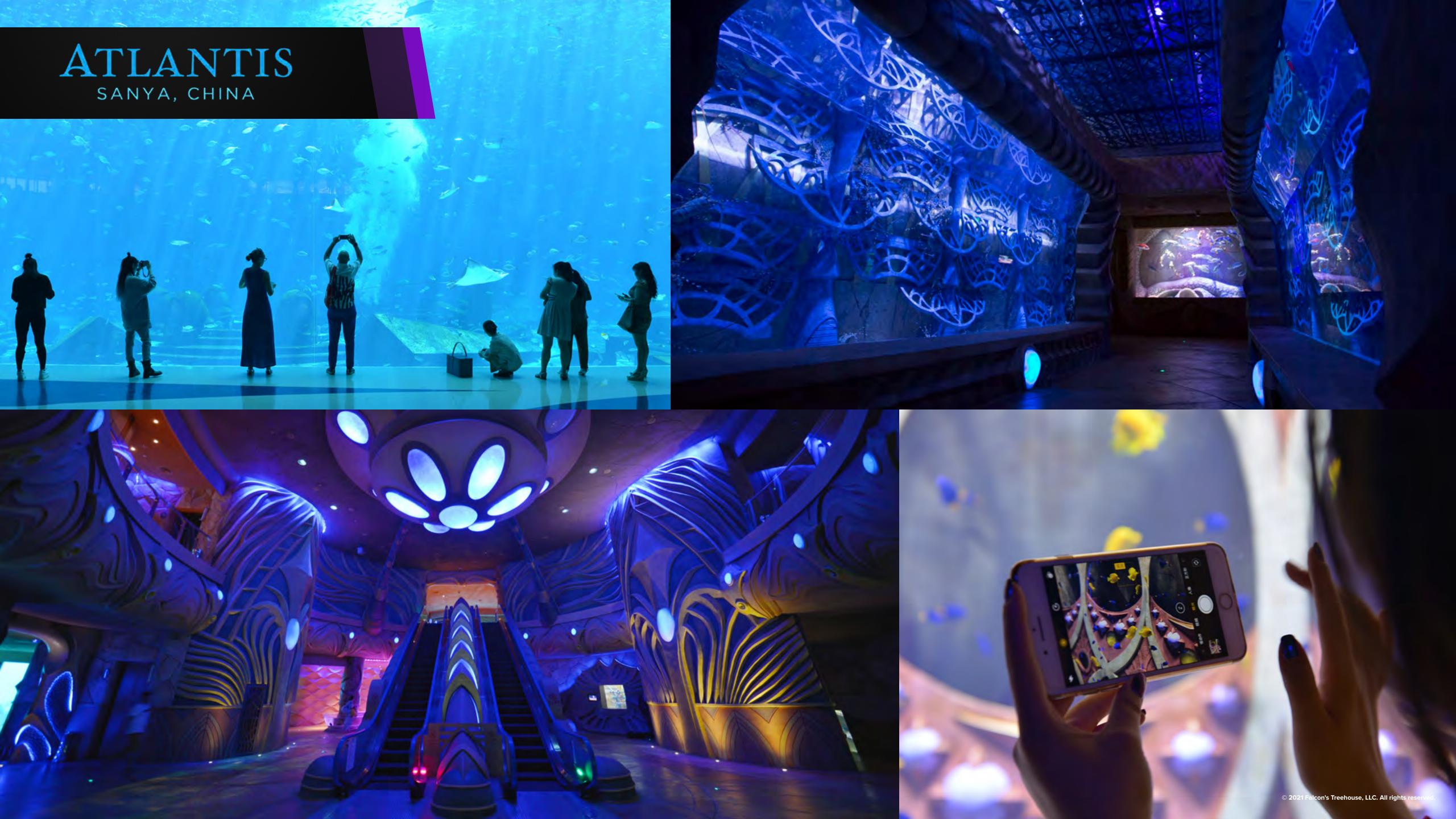
SERVICES:

- Master Planning
- ► Aquarium Design
- Executive Production
- Project Management
- Art Direction
- ► Installation Supervision













PROJECT SPOTLIGHT





National Geographic Encounter: Ocean Odyssey is a groundbreaking, immersive entertainment experience in the heart of Times Square. This breathtaking, interactive underwater journey uses cutting-edge technology to transport guests to extraordinary places and rarely witnessed moments in nature.

Falcon's worked closely with SPE Partners and National Geographic's scientists and explorers to ensure every aspect of the experience is as authentic as possible. In every chamber, as guests pass through the diverse biomes of the ocean, they experience a revolutionary way to be educated and inspired.

CLIENT: SPE Partners

LOCATION: New York City, New York, USA

SERVICES:

- ► Attraction Design
- Project Management
- ► Interactive Experiences









PROJECT SPOTLIGHT





IMG Worlds of Adventure is a 1.5 million-square-foot entertainment destination, consisting of four themed zones including MARVEL, Cartoon Network, Lost Valley – Dinosaur Adventure, and IMG Boulevard.

The indoor park features a unique array of adrenaline-pumping roller coasters, thrill rides, and spine-tingling attractions based on popular Cartoon Network characters, iconic MARVEL Super Heroes, and incredible dinosaurs. IMG Worlds of Adventure is also home to a number of world-firsts, a variety of themed retail stores, exclusive dining venues, and a 12-screen state-of-the-art cinema.

CLIENT: IMG Group

LOCATION: Dubai, U.A.E.

SERVICES:

- ► Theme Park Design
- Master Planning
- ► Attraction Design
- ► Art Direction
- ► Media Production

- ► Themed Retail & Restaurants
- Project Management
- Installation Supervision
- **▶** Ride Programming
- Creative Guardian



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Falcon's Digital develops media, interactive and augmented reality that ignite the imagination. Our breakthrough creative content and the latest technology deliver compelling immersive stories to provide an unforgettable experience.

- **▶** Media Production
- **▶** Interactive Experiences
- **▶ VR & AR Content Development**
- Projection Mapping
- ► Architectural Visualization
- **▶** Sound Production
- Software Development



FALCON'S DIGITAL MEDIA

PROJECT SPOTLIGHT



Washington D.C., USA

NATIONAL GEOGRAPHIC MUSEUM & THE JANE GOODALL INSTITUTE PRESENT:

BECOMING JANE: THE EVOLUTION OF DR. JANE GOODALL

Falcon's Creative Group proudly collaborated with the National Geographic Museum and the Jane Goodall Institute to provide six multimedia experiences for the "Becoming Jane: The Evolution of Dr. Jane Goodall" exhibition. The goal was to immerse visitors in Jane Goodall's remarkable story of becoming the first person to live among and study wild chimpanzees, humankind's closest living relatives.

Jane used unorthodox approaches to study chimpanzees, yielding extraordinary results. Falcon's took that same philosophy to heart as we brainstormed new avenues of storytelling to showcase her life in Gombe and how she chronicled these special animals.

CLIENT: National Geographic Society **LOCATION:** Washington D.C., USA

SERVICES:

- Media Production
- Sound Production
- ► Interactive Experiences
- ► VR / AR Content Development
- ► Falcon's Vision® Product



CLICK TO PLAY PROJECT VIDEO IN BROWSER

> Photos above by Rebecca Hale/National Geographic for "Becoming Jane: The Evolution of Dr. Jane Goodall" exhibition organized by National Geographic and the Jane Goodall Institute.

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FALCON'S DIGITAL MEDIA

PROJECT SPOTLIGHT



HALO: OUTPOST DISCOVERY

HALO: OUTPOST DISCOVERY, A TOURING FAN EXPERIENCE, BRINGS THE HALO VIDEO GAME UNIVERSE TO LIFE.

Falcon's Creative Group worked closely with Herschend Live and 343 Industries and provided the narrative, story development, live-action film production, CG animation, visual effects, motion graphics, sound design, and interactive audio for a wide array of experiences throughout Halo: Outpost Discovery.

Falcon's key contribution to Halo: Outpost Discovery is "The Ring Experience", a dome based, multi-projector theatrical presentation that allowed guests to learn and witness, first hand, the true mystery and majesty of Halo's legendary ringworlds from a completely unique perspective.

CLIENT: Herschend Live & 343 Industries

LOCATION: Touring across USA

SERVICES:

- Media Production
- Sound Production



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FALCON'S DIGITAL MEDIA

PROJECT SPOTLIGHT



JURASSIC ISLAND

The Jurassic Island attraction artfully blends storytelling, technology, and the ever-lasting appeal of a good old-fashioned dinosaur roar to create a captivating adventure that puts riders right in the middle of the action.

Through a collaborative process with Simworx and Interlink, the attraction providers, Falcon's set out to take riders on an intense journey through Dinosaur Island, a prehistoric, dense jungle that serves as the home for genetically-resurrected rulers of the primordial world.

Riders are thrust into chaos, unwittingly witnessing blood-thirsty creatures engage in an epic battle royale taking place right in front of them! These dueling kings are bent on each other's destruction, and tourists are caught in the middle.

Falcon's was thrilled to be chosen as the media developer for this bold endeavor. We couldn't be more satisfied that audiences around the world are coming face-to-face with these massive animals in a photorealistic, immersive, near 360° landscape.

CLIENT: Trans Studio Cibubur LOCATION: Cibubur, Indonesia

SERVICES:

▶ Media Production

Sound Production



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Falcon's Treehouse | Falcon's Digital Media | Falcon's Licensing







Falcon's LICENSING

Falcon's Licensing provides access to unparalleled attraction systems, media content and intellectual property. Put the strength of our breakthrough creative solutions to work for you and provide your guests with an unforgettable experience.

- **▶** Attraction Systems
- **▶** Technology Systems
- ► Media Library



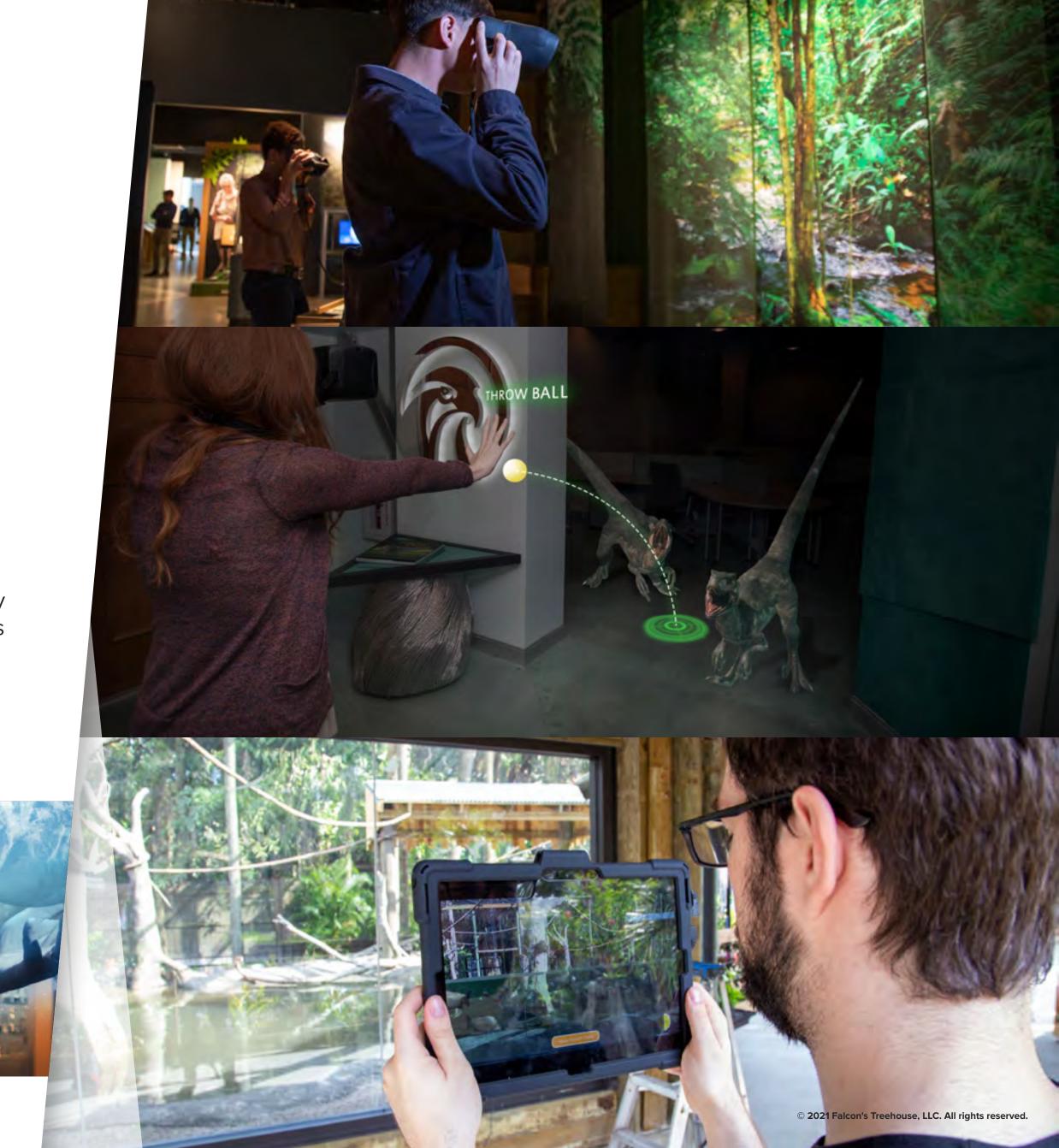
PRODUCT SPOTLIGHT

FALCON'S VISION°

Falcon's Vision® AR Headset represents the next generation of engaging and interactive Augmented Reality experiences.

Falcon's Vision® AR Headset is an immersive, customizable Augmented Reality headset that's highly durable and specifically designed to be functional, hygienic, and affordable for high-throughput location-based entertainment experiences.

Falcon's Vision® AR Headset can enhance a wide variety of location-based entertainment experiences including museums, galleries, zoos, aquariums, and more! Fill your venue with fully dimensional content to provide information, entertainment, storytelling, and other opportunities for engagement. The content itself can be easily added or updated seasonally to keep your experiences feeling fresh and new.





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PRODUCT SPOTLIGHT



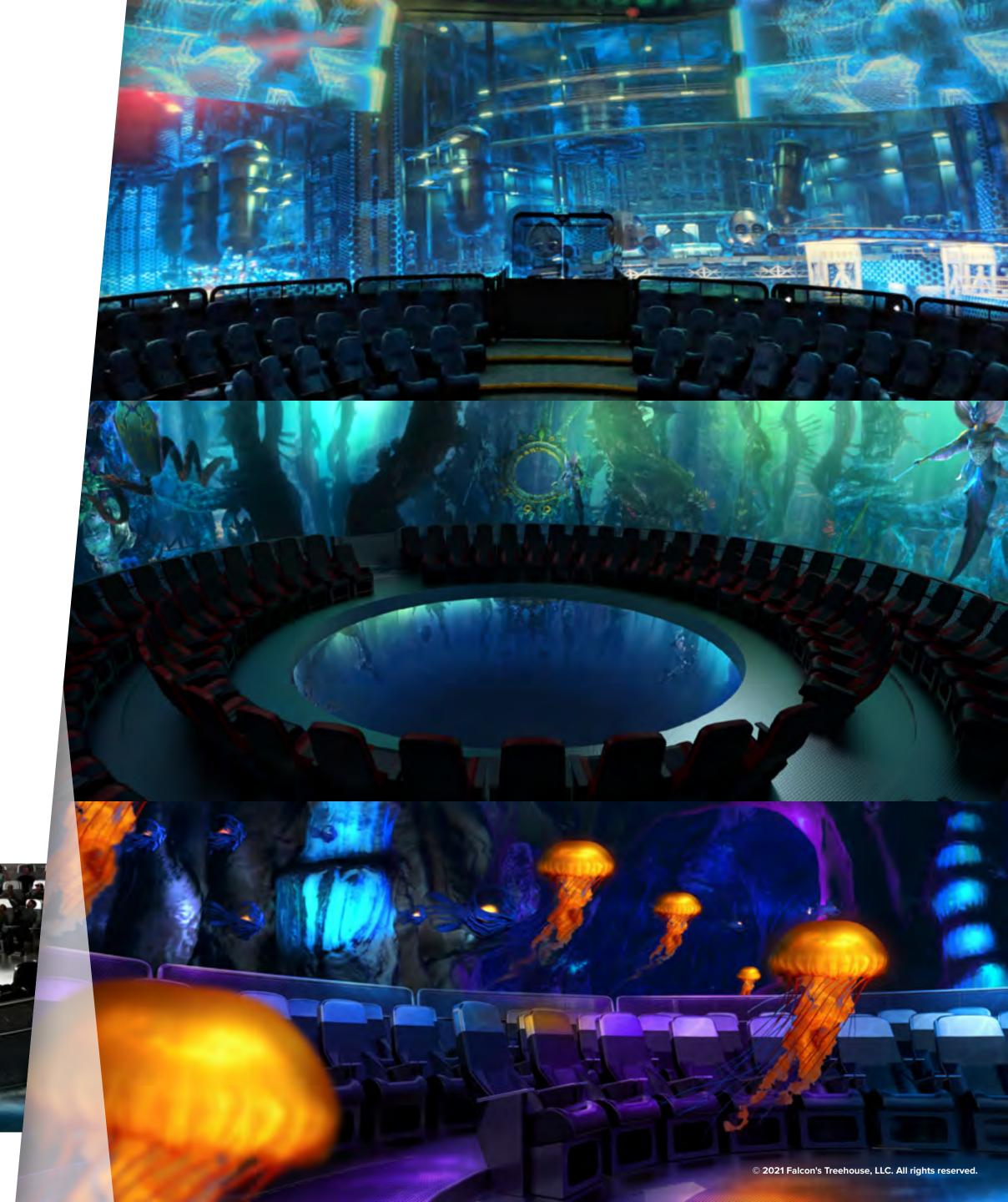
An immersive 360° motion-based experience that transforms dreams into reality

CircuMotion® Theater is a multi-dimensional, rotating platform that incorporates riveting media content and dazzling special effects. This perfect blend of advanced technology and unique storytelling creates a fully immersive and unforgettable experience.

With its refined power and numerous degrees of fluid freedom, CircuMotion® Theater exposes riders to movement that is unlike any other motion-based system. The action on the dome screen is synchronized with the action of the platform, providing an exhilarating sensation. In addition, the controls are easily accessible, making programming a snap.

CircuMotion® Theater is not just a dome theater, nor is it just a ride. It's a one-of-a-kind entertainment system precisely designed to propel visitors into a journey through the deepest regions of the human imagination with astonishing effect.





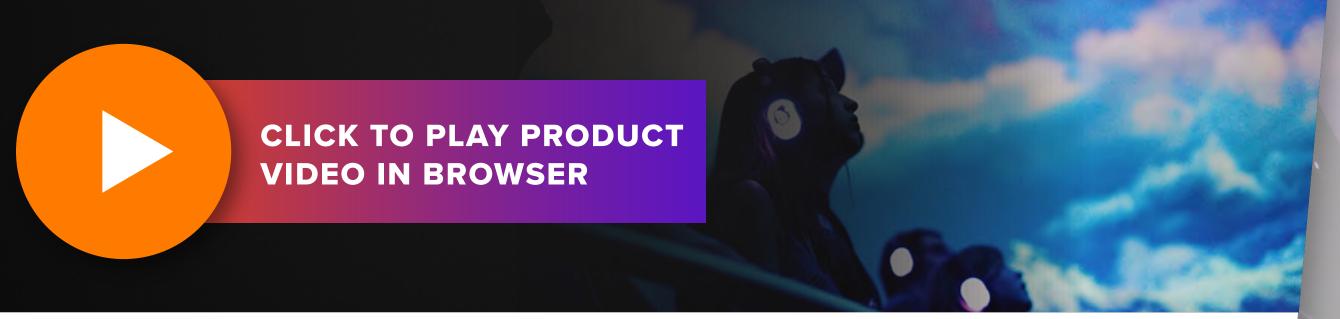
PRODUCT SPOTLIGHT



A 360° dome theater experience that revolutionizes how 3D media is delivered

Spheron® Theater's all-encompassing "in-the-round" design helps blur the line between physical and virtual environments. Vibrant and innovative storytelling pairs with cleverly integrated effects, resulting in a jaw-dropping experience that gives visitors the feeling that they're literally walking into the story.

Unlike traditional 3D mediums, the Spheron® Theater puts guests in the center of the action, surrounding them with edge-blended, high-definition video content. Theatrical LED lights and a variety of sensory effects are available to push the limits of the experience. Because there are no frames or boundaries in this theater, the appearance of 3D content can be much more dynamically staged compared to traditional 3D theater experiences, leaving the audience guessing as to where the content will appear next. Additionally, each guest has their own unique vantage point, making every visit a memorable, individualized experience.









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