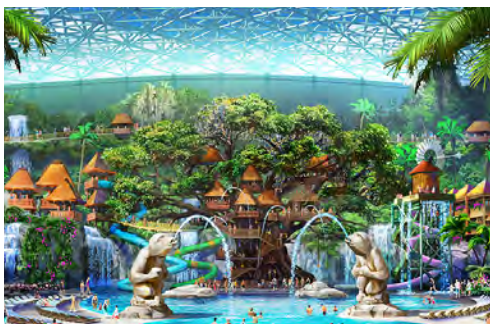




# WORLDWIDE ENTERTAINMENT SOLUTIONS

Featuring: PARADISE PARK



## CLIENT

Harbin Noyce Industrial Co., Ltd.

## PROJECT TYPE

Major mixed-use entertainment complex

## PROJECT LOCATION

Harbin, China



## ITEC'S ROLE

ITEC Entertainment is the integrated entertainment solutions creator and producer, providing services that include Master Planning, Concept Design, Complete Detailed Design, Technical Systems Engineering, Production and Installation services, and Operational Planning.

## PROJECT DESCRIPTION

The project brings together multi-levels of entertainment experiences, combining a Water Park, the first Ripley's Believe It or Not attraction in China, a Guinness World Records, plus extensive themed shopping and dining outlets, and two levels hosting a variety of family-oriented activity and entertainment centers.

Harbin Paradise Park boasts the world's largest Ripley's Believe It or Not! attraction including its Odditorium, 4D Theater, Mirror Maze, Haunted Adventure, and Wax Hands. The balance of the attraction development adds multiple significant themed attraction areas to complete a major local and tourist entertainment destination in Harbin. Rainforest Bay Aqua Park - a multi-story indoor water park with pools and caverns, cabanas and multiple slides, zip lines and elevated activity gazebos - caters to entire families of wet adventure seekers. Aiming to draw shoppers, after their Ripley's and water park experience, is a commercial sector, with nearly a mile of themed storefronts inspired by five world continents. A 70 meter themed drop tower launches guests from the third floor past upper levels and through the roof.



# WORLDWIDE ENTERTAINMENT SOLUTIONS

## SCOPE OF WORK

Services encompassed:

- Programming of a well-balanced mix of family-targeted entertainment
- Planning, layout and development of exterior and interior thematic environments for all entertainment components
- Branding for individual attractions, supporting technologies engineering, and the procurement and installation of all entertainment elements
- Operational planning and training
- Project Management



## THE ITEC SOLUTION

ITEC Entertainment employed a multi-disciplined entertainment solutions team utilizing its proprietary Attraction Development Management (ADM) process to design, engineer, and execute the project. ITEC also introduced the Ripley's Entertainment team to the China market through this project, building on ITEC's long-term relationship with Ripley Entertainment and its well-known intellectual properties. ITEC's resources span the entire spectrum of attraction creation and delivery skills bolstered by 30 years of world-class, world-wide experience necessary to have brought this major Chinese entertainment complex to life.



## ABOUT ITEC

ITEC Entertainment Corporation is the global industry leader of award-winning, entertainment solutions that ignite the dreams of hundreds of millions of people all over the world. ITEC's culture of performance and innovation pushes the frontiers of themed entertainment design, production and technology to new heights. Founded in 1986, ITEC has delivered over 300 of the most successful and comprehensive guest experiences.