



SeaWorld
ADVENTURE PARK



WORLDWIDE ENTERTAINMENT SOLUTIONS-

Featuring: S.E.A. FORCE ONE

CLIENT

SeaWorld Parks and Resorts

PROJECT TYPE

Theme Park

PROJECT LOCATION

Transportable throughout the U.S.A.

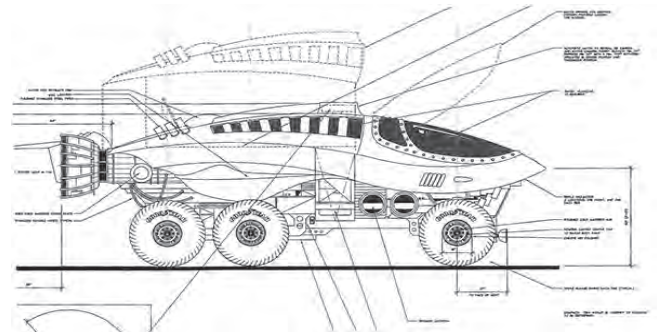


ITEC'S ROLE

ITEC Entertainment conceived and created a new "rolling theme park attraction," S.E.A. Force One.

PROJECT DESCRIPTION

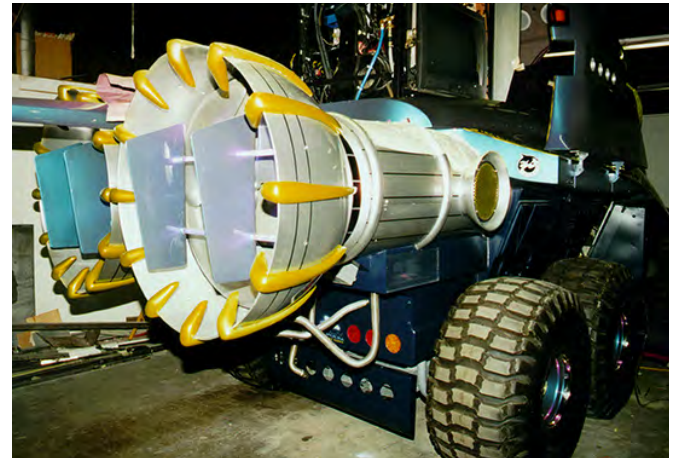
ITEC Entertainment created S.E.A Force One, a unique and instantly recognizable vehicle used to promote SeaWorld of Florida's new image as an "adventure park." Impressive features built into the 100% road-worthy attraction included fog generators, ripple projectors, a water cannon, a video camera, top-mounted flame-throwing exhaust pipes, a 3,600-watt audio system, a radio broadcast booth, a satellite tracking dish and a sound board.



WORLDWIDE ENTERTAINMENT SOLUTIONS

SCOPE OF WORK

- Conceive, design and produce a unique, instantly recognizable promotional vehicle to celebrate the opening of SeaWorld Orlando Florida's new Journey to Atlantis attraction and herald its new image as an "Adventure Park."
- Maintain street legal mobile dimensions while using a central lift mechanism to create expandable space for a disc jockey, SeaWorld hostess or host, a guest and the driver.
- Maximize the vehicle entertainment capability by incorporating multiple "fun" interactive and thematic support effects including a water cannon, video camera and external monitor, water effects lighting, pyrotechnics, fog, PA system and synthesized sound effects.
- Integrate mobile radio and television broadcast satellite technologies.
- Support all mobile functions with onboard electric power generation independent of the vehicle power train.
- Theme and outfit a semi-tractor and flatbed trailer to facilitate transport between marketing destinations and events.



THE ITEC SOLUTION

ITEC Entertainment began by inventing a tale about a vehicle designed to search land and sea for the legendary lost city of Atlantis. ITEC combined the sleek organic shapes of aquatic creatures with the aerodynamic contours of modern jet fighters and devised a vehicle to promote SeaWorld of Florida's new Journey to Atlantis thrill ride and launch a new "adventure park" image. The result, S.E.A. Force One, is part stingray and part F-16 fighter: graceful, yet stealthy and adventurous.

Conceived as a "rolling theme park attraction," S.E.A. Force One includes fog generators, ripple projectors, a water cannon, a video camera, top-mounted flame-throwing exhaust pipes, a 3,600-

watt audio system, a radio broadcast booth, a tracking satellite dish and a sound board as well as many other entertaining gizmos, gadgets and effects. Squeezing them all into one sleek vehicle that could be transported and driven on public roads required ITEC's expertise in design, lighting, audio, video, special effects, interiors, art direction and production management.

S.E.A. Force One is actually bigger on the inside than on the outside, thanks to the ingenious use of a hydraulic scissors lift to elevate the opulent 3-passenger cabin several feet above the vehicle. Through this and other creative solutions, ITEC was able to provide a comfortable, stylish ride for the "scientists."

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.

8544 Commodity Circle ▪ Orlando, FL 32819 ▪ Phone: 407.226.0200 ▪ www.itec.com