

PROJECT FLIGHT NETWORKS Boston

A Moving Experience

Opportunity: We All Dream of Flying. The idea of gliding through the air as free as a bird has captured human imagination for thousands of years. We have the technology now to create a visually immersive, motion enhanced ride that simulates open air flight. We seek to place this attraction in a high traffic tourist destination, and showcase “in the moment” first person visuals relevant to a host city and/or ride theme.

Vision: To build a network of such rides, in popular tourist destinations throughout the U.S. and elsewhere.

Mission: To enthrall tourists and locals alike with an amusement ride that engages mind and body, with a combination of simulated flight, stunning visuals (fly overs, high definition footage, CGI, dynamically changing artistic imagery), musical accompaniment, and other sensory delights.

Summary: Project Flight Networks (“PFN”) will work with immersive media visual artists to create unique content experiences before and during the ride. The line cue for the ride will provide engaging visual entertainment whilst riders wait to enter the ride’s anteroom. In the anteroom, riders will experience a 2D content experience that sets the stage thematically for the ride experience. The ride itself will then take a rider on a physical and visual journey within the ride’s theme.

Market Opportunity and Size: Boston is one of the top 10 tourist destination cities in the U.S. receiving close to 30 million visitors per year. Like Orlando, New York, and San Francisco Boston has concentrated areas where large numbers of tourists congregate, seeking entertainment options for themselves and their families. PFN is working with the real estate development team that is revitalizing the Boston area. It is envisioned that an attraction of this nature will be a lightning rod for both tourists and locals alike, and benefit from cross traffic from retail and other tourist destinations in the surrounding area.

Unique Position: Our unique ‘take’ on a given city experience is to give tourists and local residents alike a participative aerial experience of a city’s landscape, landmarks, cultural vibe. We want the content experience to be enjoyable by all ages and cultures and unique to the city, its natural locale, its art, its history and its people. Lifestyle sports experiences could be included for certain thrill seeking audiences. Such could draw significant sponsor interest (e.g. experience the Red Bull daredevils’ death defying feats.) The simulated flight experience is also a key differentiator. Rides such as Soarin’ at Disney California Adventure and Walt Disney World EPCOT are popular attractions for their immersive flight sensations. Self-standing flying theatre experiences such as Fly Over Canada in Vancouver, BC (TripAdvisor ranks it 10th of 184 best attractions in Vancouver) have been a source of civic and national pride for how it showcases breathtaking, high definition views of the Canadian landscape and experience. We aim to combine the best of state of the art immersive ride content with motion seating that enhances the ride experience.

Description of Ride Experience:

Anteroom – 2D HD video experience on a sizable vertical screen. Seats remain in a fixed position. The anteroom video tells the narrative of the ride’s theme and reviews safety information. For operational efficiency, seating in the anteroom will be configured to prep riders for their row/seat on the ride itself.

Ride – Half dome style HD curved screen allowing for complete immersion of riders within the screen content. Riders’ seats will move from a theatre style seating arrangement during load/unload to a vertical position during the ride, which provides all riders with an unobstructed view of ride content.

Project Timeline: PFN has brought together an experienced content, advertising, technology and finance leadership team to pursue financing and develop the ride experience. Initial discussions with a variety of flying theatre ride makers have provided key insights on ride costs, configuration and operations. Upon receiving funding we will create ride content and optimize attraction design at site.

Business Model: Ticket Sales, Sponsorship and Advertising Revenue, and Commerce (souvenir shop).

Illustrative Operating Statistics:

Proposed Ride Seating Capacity:	80 seats	Theoretical Ride Cycle Time Viewing Throughput:	
Anteroom Video:	6.0 mins	Per Hour	7 Viewings
		Per Day	85 Viewings
Ride Cycle Time:		Per Year	28,800 Viewings
Sponsor Ad	0.5		
Ride Content	6.0	Theoretical Monetizable Seats:	
Total In Seat Ride Time	6.5	Per Year	2,304,000 Seats
Load/Unload Time	2.0		
Ride Cycle Time	8.5 mins	Initial Monetized Seat Yield:	
Total Ride Experience Time	14.5 mins	Year 1	921,600 Seats
Estimated Project Costs:	Building \$7.0 million	Yr. 1 Yield %	40%
	Ride + Interior 7.5 million		
	Ride Media 3.0 million		
	Total Dev Costs \$17.5 million		

COMPANY PROFILE

EXECUTIVE TEAM

Joe Poletto

Microsoft, WebTV, HBO

John Barbera

TBS/CNN, 24/7 Real Media

Steve Marshall

Merrill Lynch, Disney, Microsoft

VISUAL TECHNOLOGIES

ZERO VFX

www.zerovfx.com

DIRECTORS

Dick Goldsmith

Morgan Stanley, Deutsche Bank

Tony Ponturo

Former CEO Busch Media Group

Tom Sheer

FBI Former Assistant Director, Wynn Resorts

LEGAL TEAM

Bob Berluti

John McLaughlin