

PROPOSAL TO BUILD AN
"EXPERIENCE THEATER"

by

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The "Experience Theater" is a revolutionary new type of motion picture theater designed to give a mass audience the exciting illusion of being physically transported to other environments.

It accomplishes this by feeding the full range of man's senses with information - i. e., complete peripheral imagery (180° horizontally and 155° vertically) with true 3 dimensions, directional sound, aromas, wind and vibrations.

All other existing systems, even the most advanced, such as Cinerama and Circarama feed only a fraction of man's senses with information, thus the spectator is constantly reminded that he is not really in another world but is looking at an image of it on a screen.

I have designed and broadly patented (U.S. patents 3469837, 3628829) an "Experience Theater" which can provide a total illusion of reality to a large audience.

Such a theater, including a 90 minute film, would cost approximately \$6,000,000. This sum is evidently too large for a first venture, thus I have designed a smaller, simpler, version that costs a fraction of this sum and yet retains all the basic (patented) elements that make an experience in this theater tremendously exciting and futuristic. It is a 124 seat theater, which, including all recording and playback equipment, and the film, costs \$1,000,000 (see attached detailed budget). It provides the audience with total peripheral vision (175° horizontally and 155° vertically), three dimensional moving images

total directional sound, aromas, wind and body vibration.

I recommend that this theater project a new show every five minutes so that even though relatively small, it could accommodate up to 1,488 people an hour or 14,880 people in one 10 hour day - (this figure can be doubled by either building a larger theater or 2 theaters, back to back, with a common Projection Booth for an additional sum). The theater design provides a uni-directional flow of the audience for rapid and efficient change.

The film would be 3-1/2 minutes long (allowing 1-1/2 minutes for audience change) and it would be set in an endless loop magazine (already designed and perfected) so the projection can be self wound and completely automatic.

At the end of each screening a strong but flexible 8 foot high curtain wall would be raised in front of each row of seats (see accompanying drawings) to ensure the safe exit of the audience. These walls remain raised while the new audience files in on opposite side of the row. The 8 foot height prevents the spectators from seeing the scope of the screen, thus enhancing their surprise. The audience sits and is instructed to close the safety latch over their laps. They then put on polarized glasses that are designed to be exceedingly comfortable and to cover the full range of vision so the spectator soon forgets he is wearing them. The house lights dim and only when the theater is completely dark does the curtain wall lower. The show begins with a soft sound and a tiny white dot at the center of the screen. The sound of a subway train grows louder, the seat and arm rests begin to vibrate, and the bright area grows rapidly larger - larger and larger - until as the train bursts through the mouth of the tunnel the audience is totally engulfed in an overwhelming three-dimensional image with wind conveying the scents of the city blowing through their hair. The excitement of this opening will be heightened further as the spectators are taken on an extraordinary

3-1/2 minute high speed ride across the United States - on the ground and in the air by train, car, hydroplane, helicopter and high speed jet. The viewer would get a thrill packed impression that no human has ever experienced before.

Possible scenes are:

Rushing through New York Subways
Flying between New York skyscrapers
Riding a coal train through Gary, Indiana's fiery steelmills
Flying through the St. Louis's Great Arch
Hydroplaning down the Mississippi
Cropdusting over a Kansas wheatfield
Flying through the Grand Canyon
Riding through a giant Sequoia
Flying beneath the Golden Gate Bridge
Jetting over Los Angeles and landing at International airport

The "Experience Theater" (which could be called the "Futurama Theater") will provide a thrilling conclusion to any tour, one that will send visitors away stimulated, happy and charged up - anxious to tell their friends about the amazing new experience they had.

If a modest \$1.00 is charged for the ride it is estimated that the theater can repay its total \$1,000,000 cost and make \$1,000,000 profit in its first year of operation.