



FEDTURE

Presentation



LOGLINE:

Hit play on a trip
through your favorite
movies where YOU can
live your own *feature*
presentation!

FETURE
Presentation

PLAY



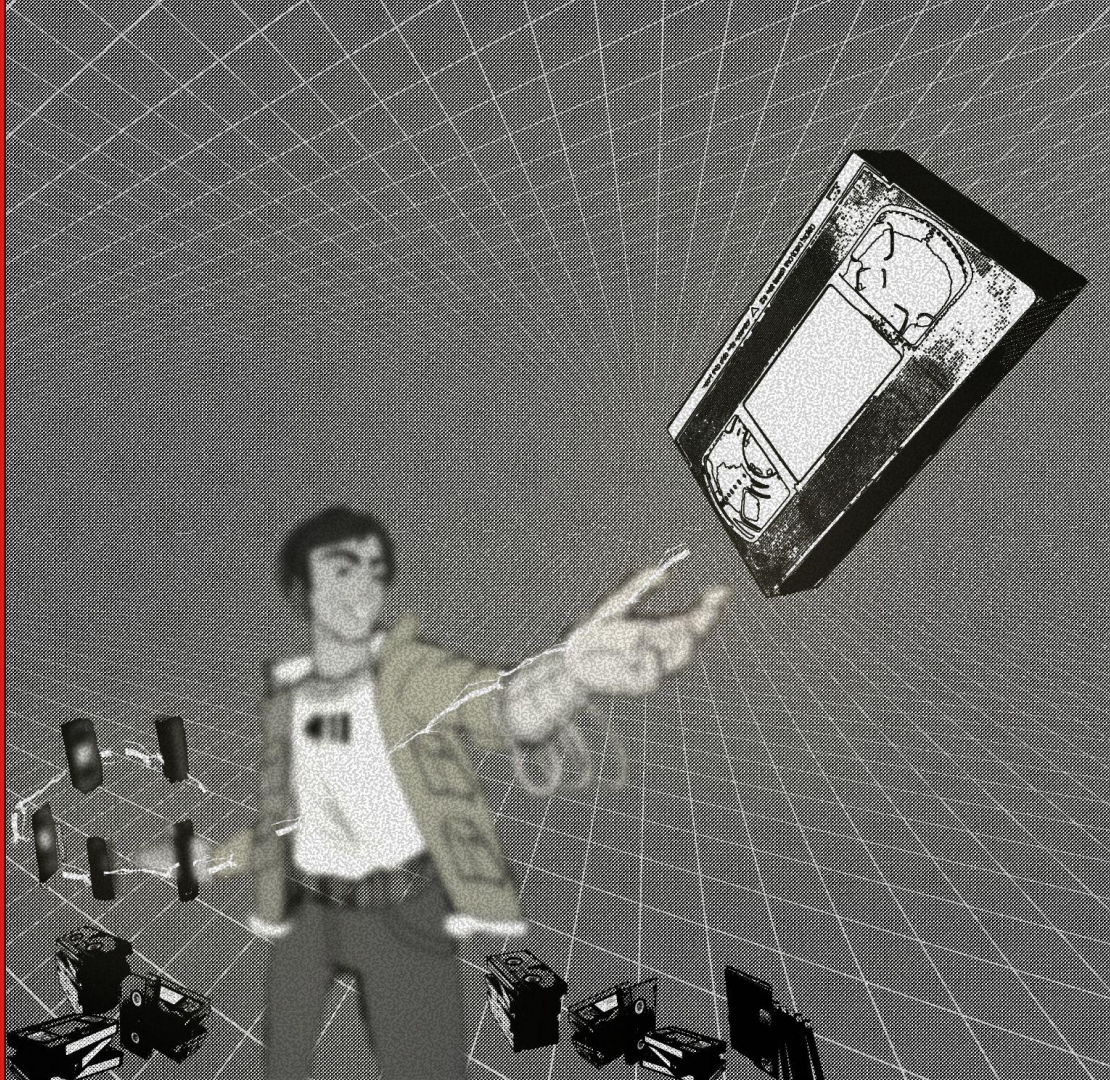
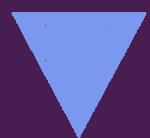
Enter through the video store of a bygone era.

Store clerks are ready to guide you through the aisles of fantasy, horror, sci-fi, and more.

Get swept away into a motion picture experience you've only ever dreamed of.

SLP 0:00:00

FEATURE
Presentation



STORY

Duncan Goldwyn has upgraded a VHS-VCR player into a portal vortex that will take us on an epic movie adventure and restore his deceased father's video rental store to its former glory..

Feature presentation presents a ride and pavilion excursion where you can enter into the movies.

THE CAST

David Goldwyn

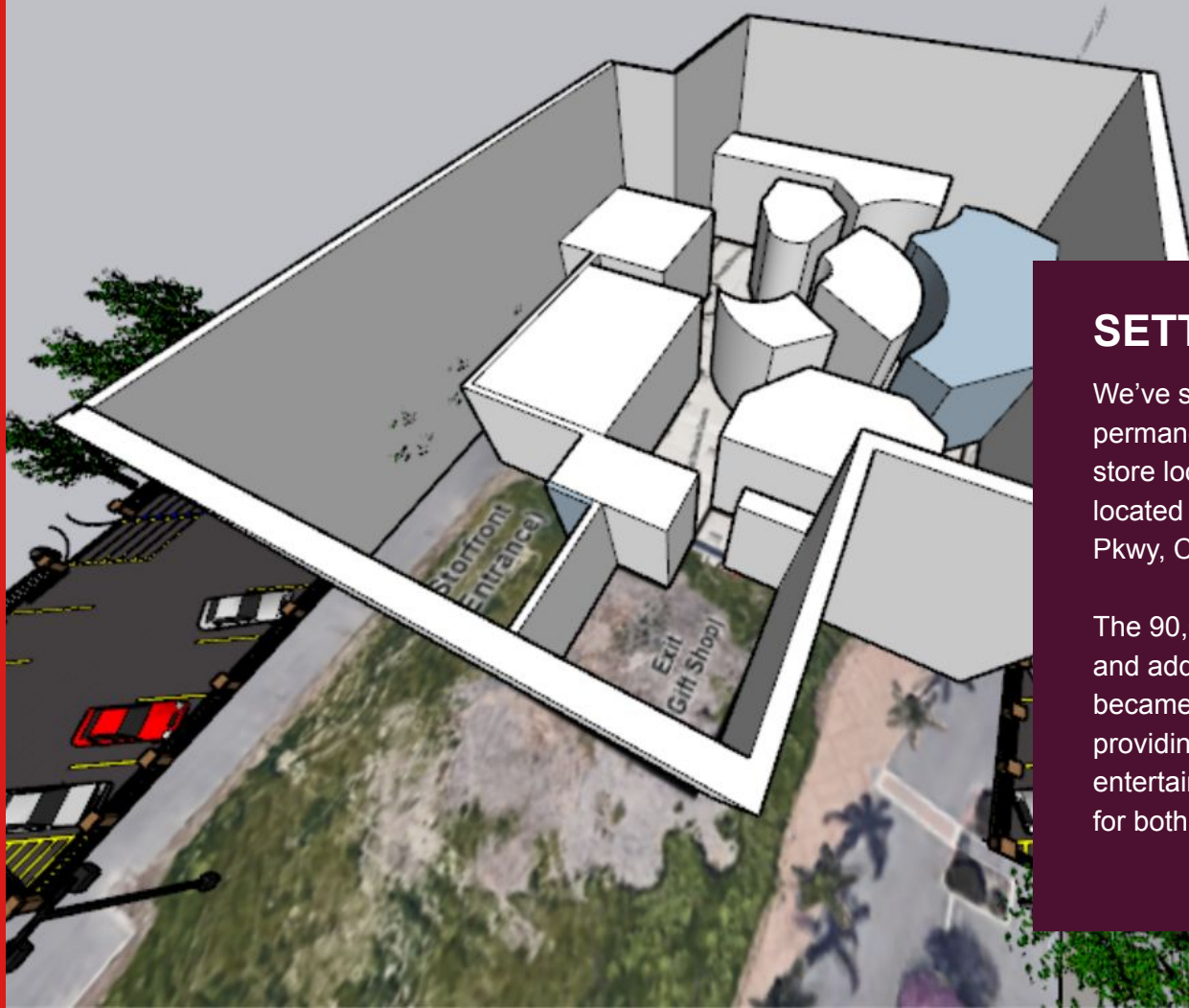
The deceased former owner of Featured Attraction, David had a passion for cinema, which he passed on to his son Duncan.

Duncan Goldwyn

Duncan is the current owner of Feature Presentation. Duncan's keen scientific mind and sense of adventure helped aid in the creation of something magical. He hopes to use this creation to revive his father's legacy.

The guest's role...

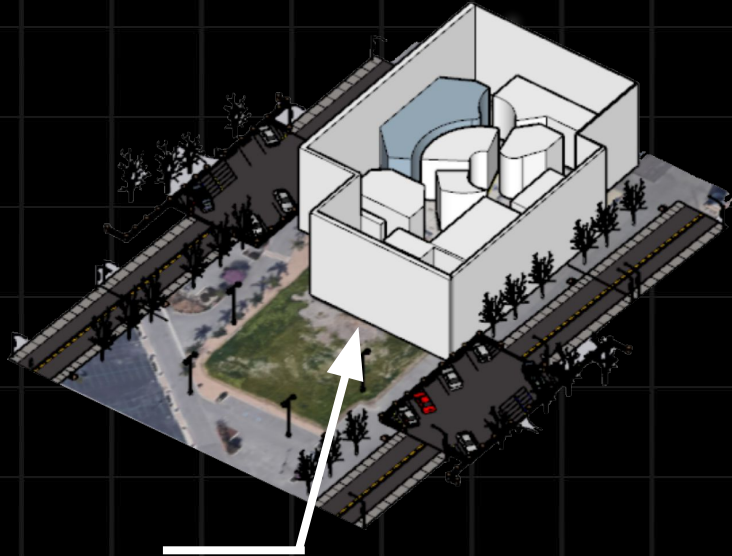
Guests are invited to be new customers in Duncan's revival of Feature Presentation and experience a journey unlike anything they've seen before.



SETTING

We've set our eyes on a permanently closed chain retail store location, Toy's "R" Us, located in 4635 Chino Hills Pkwy, Chino Hills, CA 9170.

The 90,000 sq footage area and additional plot of land became the perfect candidate in providing an assortment of new entertainment and experiences for both locals and tourists.



STOREFRONT



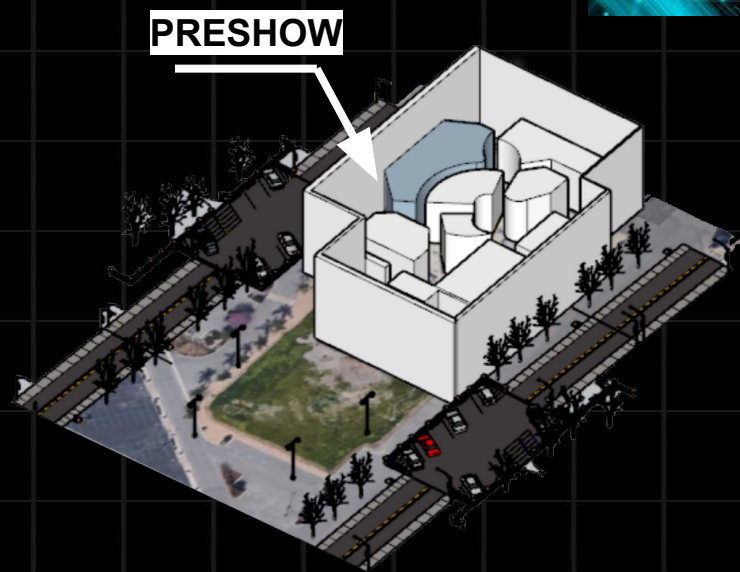
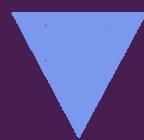
THE STOREFRONT

A refreshing blast from the past video store with all of the traditional fixings. Set an appointment with one of our video store clerks and be guided through our selection of classic VHS goodness. Who knows, perhaps a secret awaits for a lucky few who pull the right tape.

GUEST FLOW

Ticket/Guest Service, 5-10 Video Clerks

Storefront(Return) - Entrance Area, 5-10 Video Clerks



VIDEO VORTEX (PRE SHOW)

Begin your journey into the cinematic dimension via a neon portal, leading from a room with a retro 90's hacker vibe. Slide your tape into the available VHS player and witness the film stretch outward unlocking a portal to the video realm.

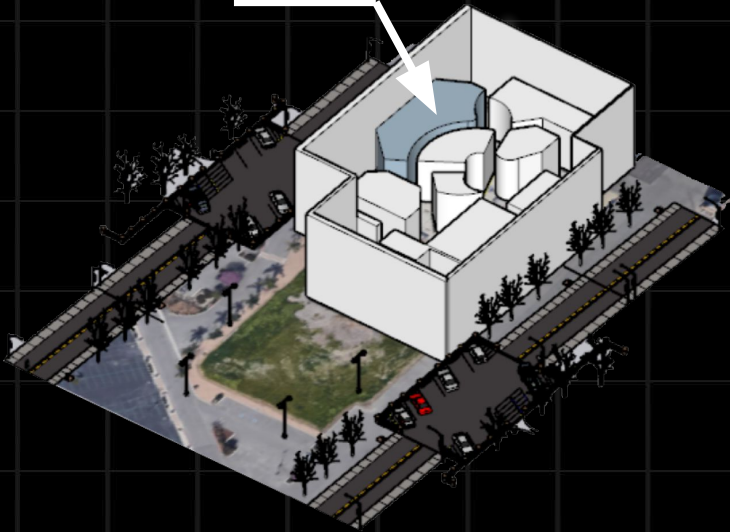
To achieve this effect we plan to use projection mapping synced with the action of playing the VHS video a guest inserts into the player.

GUEST FLOW

Storefront(Que) - Pre-Show(Video Vortex) Hold Area | 75 Guest | Video Clerks

Video Vortex(Pre Show) - 5-10 Minutes | 24 Guests | Video Clerks

**COMING
ATTRactions**



**THE DARK RIDE
“COMING ATTRactions”**

Guests are invited to experience a plethora of intertwining movie genres up close and personal from inside our movie theatre themed ride vehicles based on Triotech XD. Attendees will experience horror, high fantasy, action-adventure, a coffee shop romance, and sci-fi worlds, as all overlap into one cinematic experience. The conclusion of our dark ride will drop off our movie goes in front of an enticing retro sign. "And now, our feature presentation" illuminates the top of the pathway leading off of the ride system. From here, guests are granted the choice of a series of rooms. Each area is themed to a specific movie genre and will have a recommended film rating.

GUEST FLOW

Coming Attractions - 10 - 15 Min | 24 Guests | 1-2 Video Clerks

STAMP CARDS

Every first-time visitor gets a stamp card that they are encouraged to complete. Each return visit/room completed gains them a stamp, and when guests gain ten stamps, they receive a celebratory Feature Presentation T-shirt, and a new card, inviting them to complete the challenge again.

FUTURE OPPORTUNITIES

We see plenty of opportunities to retheme the various rooms, increasing the potential for repeat visits. Our main example of this would be our seasonal room, which we intend to change on a regular cycle, updating it to fit seasonal themes. Additionally, we see both this room, and the attraction overall, as an opportunity for partnerships with various streaming services and film distribution companies. These partnerships would allow them to engage in unique marketing opportunities with rooms specific to various intellectual properties.

HORROR

A Halloween haunt centered around a camp in the woods with a killer on the loose

Stepping into the woods, guests leave safety behind, trading it in for a world of darkness, and the threat of urban legend: “Stabby” a name widely known among teenagers, is rumoured to hide in these woods, skulking away from the law since the mysterious deaths of three girls.



FANTASY

For guests in search of magic, a high fantasy area awaits, with AR flight simulation on a winged creature over a fantastical land of magic with kingdoms embattled in a destructive and vicious war.





STORYBOOK

Much like the fantasy room, this room is imbued with magic, which this time harks back to tales of our youth, in this area geared for families. The walkthrough fairytale area also plays host to puppet shows and other shows suitable for children.



ROM-COM

On a stroll through the Parisian streets, guests are confronted with a world in technicolor, where everything seems that little bit brighter and romance swells in the air. Birdsong chirps over the charming chords coming from the instruments of street performers. To the left of the pathway, an illuminated Eiffel Tower glimmers and, to the right, the warm welcoming door to a café opens. Here, guests can grab a coffee, relax, and fall in love - Paris is the city of romance after all.



ACTION/ADVENTURE

Peering through the web of jungle vines, guests stumble upon a escape room and walk-in obstacle course, asking guests to brave many dangers to return a sacred item to its rightful home.



SCI-FI

An all ages intergalactic arcade, where guests can battle aliens under the blaring neon lights. Windows at the peripheries look out over galaxies, and in the corner hides a secret passageway for adults only which takes 21 and older guests into a secret bar area, with themed food and drink.



HOLIDAY

A holiday-themed area like indoor ice skating and hot cocoa in the winter, an extreme haunt in the fall, sit down restaurant for valentine's day, indoor sports for Father's day etc. Film anniversary rooms with maybe a screening area for filmmaker Q&As.

Feature Presentation

Episode IV
A NEW HOPE

*It is a period of civil war.
Rebel spaceships, striking
from a hidden base, have won
their first victory against
the evil Galactic Empire.*

The Credits Roll/Exit

The hallway on a moving belt with a special goodbye projection like movie credits and portal back out to the video storefront with a shop filled with gifts on theme with the experiences.