



Welcome to Ethos

Have you ever wished you could shout through a movie screen and change a character's mind, warn them of danger, or even build a friendship with your favorite protagonist? Better yet, how would you like to step through the screen and become part of their world, influencing plot-lines, and even taking up the hero's mantle yourself? Now you can. Welcome to Ethos, a revolutionary game show and immersive park experience where the guest becomes the hero of the story and live audiences (in-studio and watching from home) shape the world around players and live actors in real-time. While the digital players and in-park guests are engaged in meeting the living characters--where they could be engaged in such things like being hired by the tavern keeper to collect a bounty, or be swept up in a plot of intrigue that could change the course of the season storyline--the audience (or "Fates") make decisions behind the scenes in real-time that may generously help our guests, or lay devastating or hilarious stumbling blocks on their road to adventure.

As we design and develop Ethos, a motto commonly heard is, "we are not a show experience, we are a people experience." My team and I are passionately obsessed with creating a character and story driven experience like none other that distills a world of pure escapism and human connection through story and story driven attractions. Through market research, live audience testing, and our combined professional experience in immersive storytelling entertainment, my team and I design with the knowledge of how truly life-changing an entertainment experience can be when it is rooted in personal connection, the human experience, and a genuine desire to move and inspire each other in a common purpose.

With the guest in mind always, we have custom created a rich IP and fantasy world filled with ancient storied histories, many unique and colorful species each with their own cultures, well developed fantastical geographical environments rooted in actual science and biology, and

a trade and economy system, all which is shared between our digital and in-park experience and all is built to facilitate a deep and rewarding connection for the guest. We want a guest to be able to invest and engage in the digital interactive show and then visit the park and feel like they are really stepping into the world that they had been playing in from home. Characters, played by the same actors from the digital experience, will be in-park and open to interact with guests as if being visited by a friend. The physical environments and attractions in the park will be designed to replicate places and scenarios that the guests may have heard of or visited in the digital show experience.



Ethos is designed to capture, expand, and sustain a global audience through the digital experience where even the most remote audience members are active participants in the story. While the physically immersive park experience drives depth in storytelling, genuine human connection between guest and actors, and incorporates imaginative immersive environments and attractions. Together, the digital show and the live park marry together to create a cohesive interactive experience that incorporates the highly sustainable and easily expansive digital entertainment model, keeping audiences invested and engaged no matter where they are with a living park experience that not only incorporates thrilling immersive attractions and environments rooted in the IP, but more importantly brings to life a world where the guest feels seen, valued, and that they matter.

Ethos strives to push the modern understanding and boundaries of what story-driven, immersive entertainment is, and usher in a new era of digitally accessible and physically dynamic experiences that transports the guest into a world of pure escapism while celebrating and rewarding genuine human connection through story. While the pandemic of 2020 gave the world unprecedented social isolation and a demand for accessible entertainment, it also exposed the world's hunger for home and theme park entertainment that transcends the passive products of the past. Instead of asking our audience to sit behind a screen and watch, or stand in line and sit in a ride or attraction where they, once again, watch, Ethos invites its guests *and*

audiences to connect with the story, characters, world and each other in meaningful ways that make truly meaningful impacts that can be felt and seen. In a world of global pandemic, political tribalism, and social media replacing community, our societal experience is one of near isolation. Audiences are hungry for active entertainment and crave an experience that rewards genuine human connection, common purpose, and personal heroism. 2021 offers the entertainment industry an unprecedented opportunity to not only entertain, but connect. To engage their audience in ways that transcend the dated passive entertainment experience and instead, blur the lines between actor and audience, artist and viewer, story-teller and listener. To build an immersive experience where the guest becomes a story-teller and ultimately, the hero of the story they have created. This is the future of entertainment. If Ethos is honored with Storyland's grand prize, every dollar of the prize money will go toward accelerating Etho's debut and quality of production, making this future a reality sooner.

Design Aesthetic

The visual and branding aesthetic of Ethos is what we have dubbed internally as "vibrant fantasy." Every design element, from the highest level set and structure designs to the color of the actor's contacts is designed to invite, engage, and fascinate. Rejecting the stereotypical fantasy colored aesthetic of dirty browns and muted earth tones, Ethos is a sensory feast of vivid colors, lively atmospheric sounds, dynamically textured and tactiled sets, and even subtly scented environments. In the park, even the visual appeal of the food and story-rooted recipes and names will be taken into account.

Because Ethos is so heavily rooted in human connection and character/guest driven stories, the design of characters on every level are carefully crafted with guest engagement at the forefront of our minds. Every element of character, including costume, makeup, characterizations, physicality, backstories, individual actor direction, and even the casting decisions themselves is designed to target and entice a specific guest persona profile and that guest's wants and needs. Utilizing these researched based UX user personas, we are able to design aesthetics, mold character personalities, and craft immersive stories that will excite and connect with our guests on a personally rewarding level.

Ethos Online

We have an agreement with an ambitious independent studio that is currently being expanded with increased broadcast, streaming, and live event capabilities in mind. Housed in a beautifully remodeled historic factory building with 9,000+ square feet of space, Ethos has successfully run multiple play tests of the digital game show experience using a hand-picked target market sample. These tests resulted in raving feedback and a waitlist of interested players and audience members.

By partnering with an existing studio, especially one so uniquely designed and focused on forwarding creative entertainment, we are able to nearly plug-and-play Etho's digital show experience. Custom designed micro-sets will be built inside the studio for each character, giving the visual guest and audience the appearance and feeling of an expansive world just outside their view. For the live in-studio audience, an immersive interactive tavern set will be constructed

where the audience can order food, drinks, sit around tables with other Fate audience members, and watch and interact with the live show being broadcast on large screens around them.

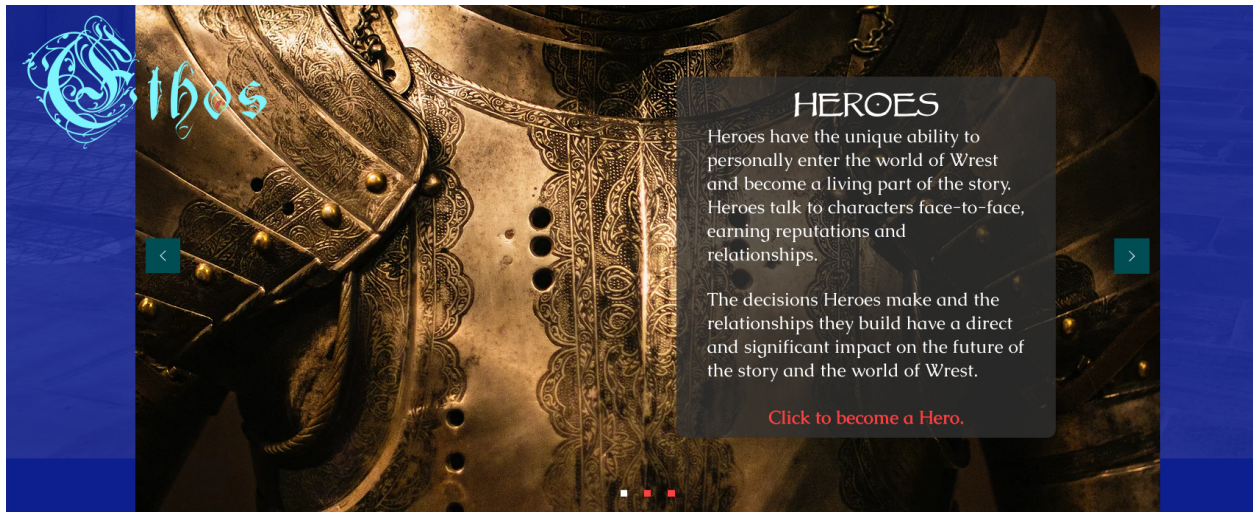


Players and Audience

The following is a very basic breakdown of the player and audience categories. While some of the details found in these descriptions apply most directly to the online show, these player/guest and audience categories also translate to the in-park experience.

- **Spectres** “Watch the Story”: Spectres are general audience viewers and have no game-play capacity. This helps more cautious audiences get a taste of the experience before they engage.
- **Fates** “Shape the Story”: Fates are an interactive virtual audience with the option of participating live in-studio. Fates use their collective presence and decisions to influence the in-game environment (weather, creatures, villains, comedic elements, etc). The Fate’s collective decision making influences the environment around our Heroes and characters for better or for worse, making their adventure easier, more challenging, or more amusing.
- **Heroes** “Live the Story”: Hero players are the heart of Ethos. Heroes can join from in-studio or using their webcam from home. The Heroes become characters in the

fictional world and its story. Heroes are the only players with the ability to communicate and build relationships with characters and other Heroes. Heroes use direct relationship and decision making in order to influence the character's actions and the storyline as a whole.



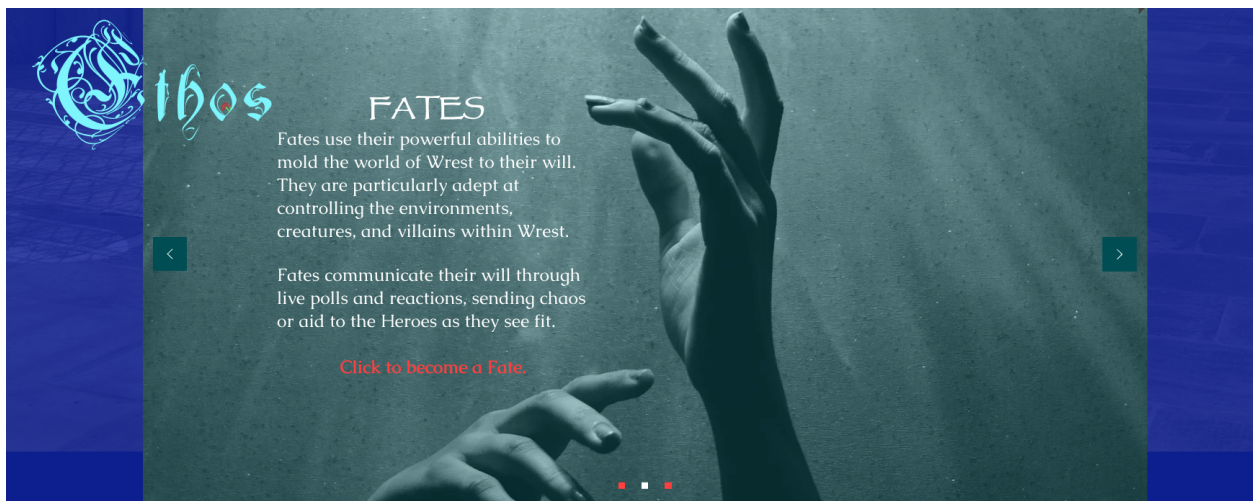
Stathos

HEROES

Heroes have the unique ability to personally enter the world of Wrest and become a living part of the story. Heroes talk to characters face-to-face, earning reputations and relationships.

The decisions Heroes make and the relationships they build have a direct and significant impact on the future of the story and the world of Wrest.

[Click to become a Hero.](#)



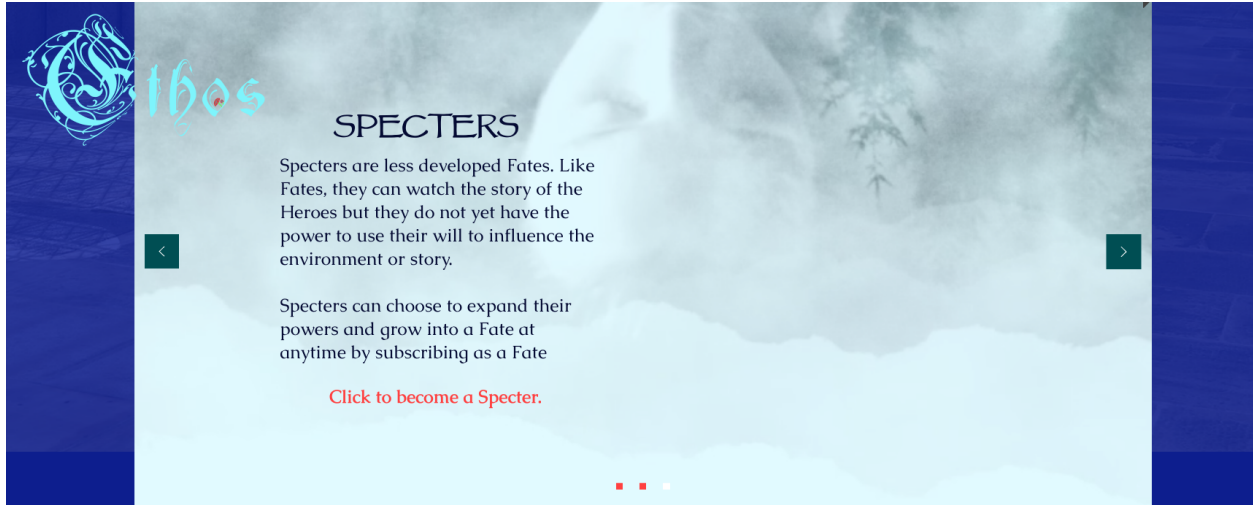
Stathos

FATES

Fates use their powerful abilities to mold the world of Wrest to their will. They are particularly adept at controlling the environments, creatures, and villains within Wrest.

Fates communicate their will through live polls and reactions, sending chaos or aid to the Heroes as they see fit.

[Click to become a Fate.](#)



Story Format

Both the digital show and the in-park experience are designed around the story format of singular episodic story arcs umbrellaed by an encompassing season story arc. This means that no matter when the guest joins or visits, they are able to experience a full, organically time-driven, story arc from beginning to end that they personally influence. The episode of the day then informs the larger season story arc, rewarding a singular experience while incentivizing the guest to come back again and again so they can follow and experience the season plot, have greater influence on the story, and build lasting relationships.

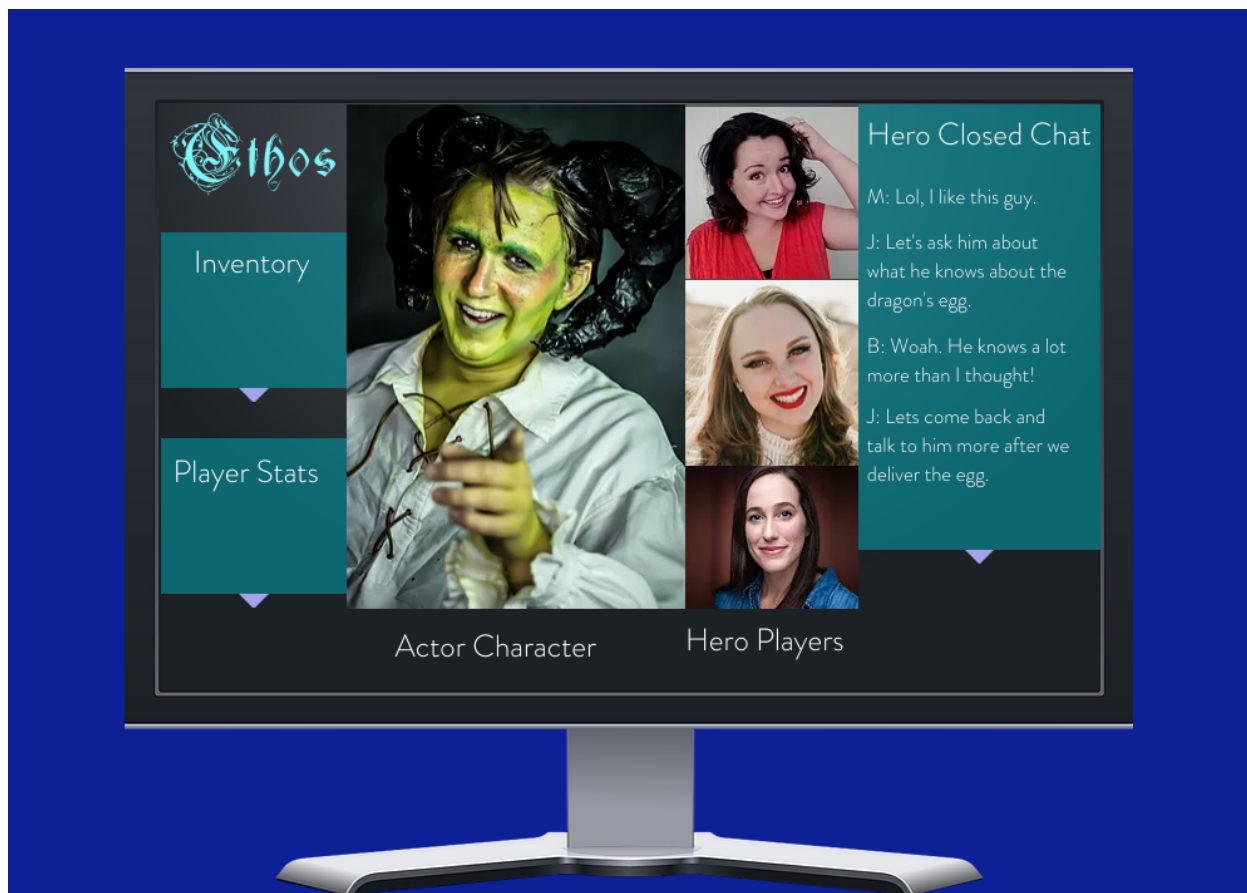
The online and park experience are both designed to feel as immersive and organic as possible and the story formatting and pacing reflect this mission. The plot of the online and park episodes use the true-to-life natural mechanic of time to keep the living story moving and dynamic. The guests can choose how much or little to engage in the main plotline of the episode or to, instead focus their efforts entirely on side-quests, character missions, personal ranking, combat, or attractions. How much or little the guests engage in solving the main plot-line (as well as what decisions are made along the way) will alter the course of the plot and affect the greater season story arc. For example, one episode may incorporate a plotline where the town is slowly being overrun by a mysterious illness. The players and guests may choose to help solve the mystery of the illness or they might choose to spend all their time helping the local curiosity shop owner find a thief that has stolen something valuable. Both are valid options. However, if no one helps solve the illness by the end of the episode, several characters may be severely affected and the town will suffer lasting effects potentially spanning multiple episodes or even seasons.

Ethos Online: How it Works

Ethos online will be completely accessible from our own unique webpage and UI system. Hero players (the premium on-screen guests) will sign into their online account and schedule a day and time for their show experience, paying the necessary ticket price.

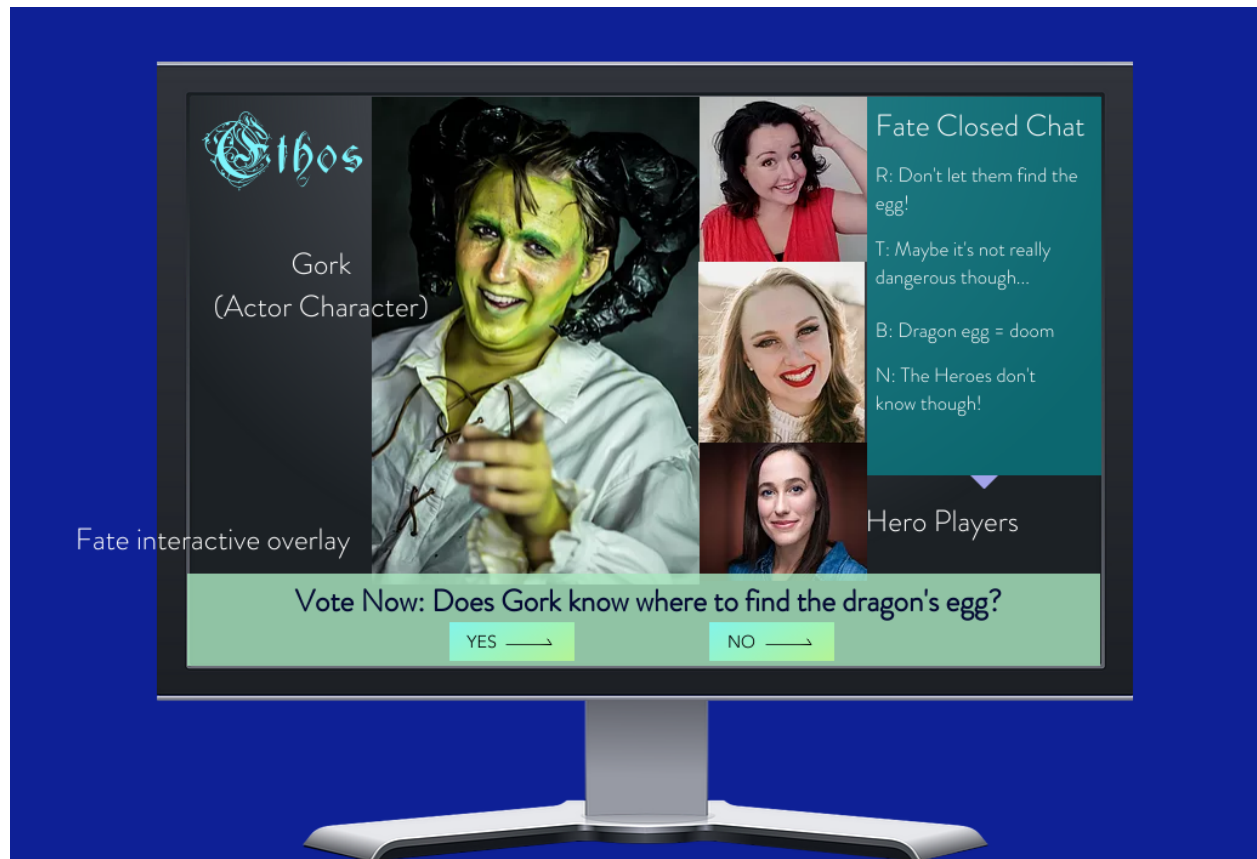
When they arrive for their show, they are given a brief introduction and tutorial by their “Spirit Guide,” an in-character host that will be with the players during the entirety of their show time. After a short scene introducing the night’s main plotline, the Heroes will then be introduced to an open world digital environment where they can choose where to go, who to speak to, and what storylines, quests, or combats to engage in. Heroes can speak openly with each other or use the onscreen private chat shared between the Hero group.

While the story progresses, Heroes choose how to direct the outcome by creating trust and relationships with actor characters, engaging in simulated combat (designed to be quick, easy, and engaging), or focusing on personal ranking and gaining prestige. Whatever they choose to do, the clock is ticking and the living world of WREST is moving and progressing around them. The entire digital experience is designed to feel authentic, organic, and meaningful. Connecting guests to a story in an intimate way. While the connections they make are real, so are the consequences of their decisions.



Fates (the interactable audience) are able to log on to their Ethos online account at any time to interact with the Fate community and watch the show directly from the Ethos website, their phone, or a smart TV. Fate's can interact with other Fates using the live chat feature that is only viewable to Fates and Specters, Hero players and characters cannot see this chat. During the live broadcast, Fates have the ability to use collective decision making and influence the environment, story devices, creatures, villains, and comedic devices within the world of Wrest.

During our initial play tests which demoed a very bare-bones Fate experience, I was blown away by how much our Fate audience testers absolutely loved being a Fate. While it was a reaction I anticipated and hoped for during later iterations of the product testing, the test audiences could not get enough and we proved the success of the Fate concept much earlier than I could have dreamed of. The Fate experience demoed in the image below is a very simplistic concept design. I am extremely excited to reveal the full Fate experience as we achieve further development.



Ethos Park

Ethos Park is designed to be a fully immersive, story driven, fantasy playspace where guests are able to go beyond the digital show experience and step into the living breathing fantasy world of Wrest complete with dynamic immersive environments, structures, and story-driven attractions. In the park, guests personally connect with their favorite characters they may know from the online show, accompanying them in plot driven quests through fully immersive environment rooms, buildings, and outdoor spaces.

When a guest purchases a ticket online, they will be encouraged to link their Ethos online account to their ticket or register a new in-park character persona. This persona will be linked to a wearable band they will receive upon entering the park. Their individual accomplishments and progress will be tracked through this wearable digital interface band and will marry their in-park achievements with their Ethos online account so even after they go home, their online character continues to receive the benefits of their park visit. Characters will have the ability to grant Hero guests with digital perks and rewards for helping them or solving a plot task.

A truly exciting aspect of the physical park experience are the dynamic living environments that will awe and challenge guests as they drive depth of storytelling, worldbuilding, and emotional investments that guests cultivate in this fantasy world. Ethos sets and environments are carefully and designed down to the smallest details, they are considered akin to critical supporting characters or scene partners to actual actor characters. Etho's Park's sets and environments will feel as living and breathing as the actors that perform inside them. The park will consist of both enclosed environments where the atmosphere (lights, sounds, smells, special effects) can be tightly controlled and open-air environments that capitalizes on the beauty of the local seasonal weather.

An example of a dynamic enclosed space can be illustrated using one of Wrest's geographical environments brought to life, the Steam Swamps. This environment (like all the park's environments) is designed with gamification in mind that both enhances the episode/season plot and easily adapts to incorporate new gameplay as the story evolves. The guests would follow a wooded path leading to a large structure. The pathway leading through the doors and to the environment space would slowly transition to be more and more tropical and humid in nature. The plants decorating the pine scented paths would turn from rugged European woodland foliage to mossy ferns with pops of exotic and brightly colored flowers becoming more prominent. The sunny dry pathways slowly become shaded cool and a chorus of frogs and occasional hissing sounds grow louder as the guests explore their way to the Steam Swamp environment.

As they pass through a stone entryway covered in vines, the space opens to a large swamp themed room dotted with dangerously colored tree frogs and spongy pathways spider their way out from the entryway into the swamp. The guests are met by an in-character host who greets them with urgent energy, telling them they must quickly move through the swamp

without getting touched by one of the erratic steam vents that hiss to life from the floor, spewing pillars of “steam” (cool mist in the summer, warm mist in the winter) into the air.

At this point the guest line splits into two experience categories, Heroes (entering the Steam Swamps) and Fates (who file behind a wall of a glass that stretches the length of the room). While the Heroes continue to receive their missions associated with surviving the Steam Swamps, the Fates receive their own instruction from a video that flickers to life on their side of the glass. The Spirit Guide in the video explains that as Fates, they have the power to control the Steam Swamp. To use this power, they are invited to press the large buttons in front of them, the video gestures to a long panel of buttons running the length of the glass in the shapes of toadstools about the size of their palms. The Fates may use these buttons to summon the steam geysers from the ground of the swamp allowing them to choose to help or hinder the Heroes on their journey across the swamp. The Fates are instructed to take their places at the control board as the Heroes begin their way across the Steam Swamps, and the attraction begins. Using the Hero’s wearable digital interface, the environment is able to track if a steam geyser was activated within striking distance of the Hero and which Fate hit them. These points and scoreboard will be displayed at the end of the environment as the Heroes and Fates exit after the environment attraction ends.

In addition to immersive environments and environmental storied attractions, the park will include an in-world street market where costumed, in character, vendors sell food, merchandise, and plot related items that can be purchased with unintrusive payment methods that preserve the immersion of the experience.



Conclusion

Thank you, Storyland, for giving us the opportunity to present Ethos to some of the leading minds in immersive attractions and entertainment. We are incredibly excited to be making this vision a reality and we look forward to the day when we are able to work with more creative minds and talent who share our passion of fostering human connection through thrilling storytelling, environments, attractions, and ultimately creating a product that pushes the boundaries of the entertainment world.

Ethos is a full design that aims to create a full spectrum entertainment experience that ignites the imagination, celebrates exploration and curiosity, and fosters genuine human

connection through meaningful storytelling and immersive environments. By marrying an online digital play experience--that actually transforms the audience into players--with a fully immersive park experience that connects guests to characters and a living story it becomes so much more than consumable entertainment. Ethos' combined medium design (and business model) not only promotes sustainability, growth, and consumer loyalty, but it is a fully comprehensive experience that becomes to mean more to the guest than a one-time episode of a TV show or a one-day pass to a theme park, it becomes a part of who they are and who they see themselves to be...a hero.