



**A Proposal for the Disney-MGM Studios
and Disney's California Adventure**

**Show & Game Designs: Mike Brister
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The logo for the movie 'The Incredibles', featuring the title in a stylized, red, blocky font with a glowing orange and yellow aura behind it.

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PROPOSAL:

A new interactive family show based on the film, *The Incredibles* for Soundstage 1 at the Disney-MGM Studios or the Millionaire Theater at Disney's California Adventure.

THE STORY:

The City of Metroville is proud to host this year's National Superhero Olympics! The Olympics is a series of special challenges designed to select the new National Super Champion, a title sought after by every Super since Mr. Incredible earned it during the first games back in 2005.

As this year's Games begin, a pirate video broadcast from Syndrome, a villain presumed dead, interrupts the opening ceremonies. He announces that he has the building surrounded by Omnidroids and the Olympic Games under his control. His only demand for everyone's safe release is a special match between Supers and Villains at this year's Games. He then reveals that the Villains have already infiltrated the building and are ready for the competition.

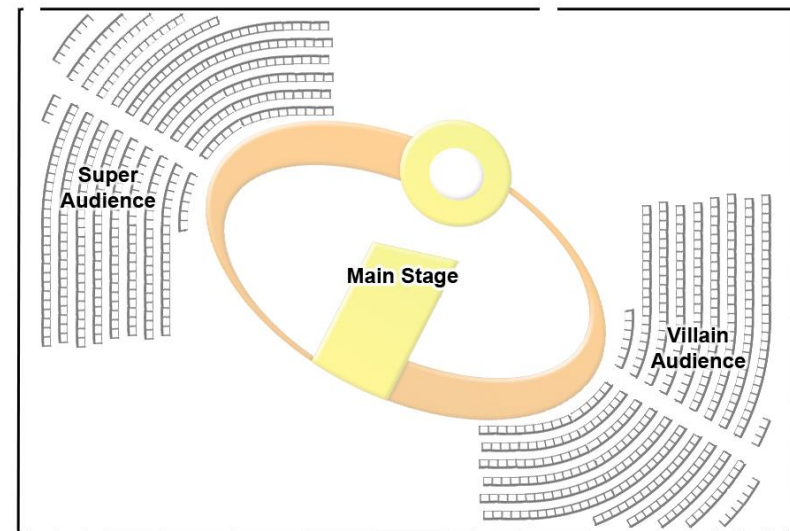


THE SHOW CONCEPT:

The show is a game show / physical contest between the Supers and Villains of Metroville where park guests play the roles of both. They choose whether they want to play on either the Super or Villain teams when they enter the building. The show consists of a series of simple physical games played by members of the two teams selected at random but by age group. While the selected guests play the physical activity on the stage, the rest of the audience participates in the games using keypads at their seats. Depending on the specific game, the audience will either perform tasks to assist their own team or challenge the opposing team. A typical show will consist of 4 to 6 different games randomly picked from a large repertoire so that each show is a unique experience.

Guests choose their team when they enter the building or get a Fast Pass. There are two different entrances, two separate queue lobbies, and two separated sides to the main theater. The Fast Pass system is also divided into Super and Villain tickets (treated like two different shows with the same show times). If one side fills up first, all remaining guests are sent to the other.

Once inside the theater, guests will have keypads at their seats, which they use to identify their age group and whether or not they wish to participate in the physical portions of the show. Once their information is recorded, the keypads are used to play along with the games.



MAIN THEATER SEATING AND STAGE



THE QUEUE LOBBY:

Guests enter either the Super or Villain entrance and wait in the corresponding lobby. The Supers lobby is decorated to resemble the designer labs of Edna Mode while the Villains lobby looks like the inside of Syndrome's volcano lair. Before the seating begins, a short video will play on monitors in the lobbies explaining game play and seating instructions. On the Supers side, the instructions are explained by Edna Mode while Mirage explains them to the Villains.

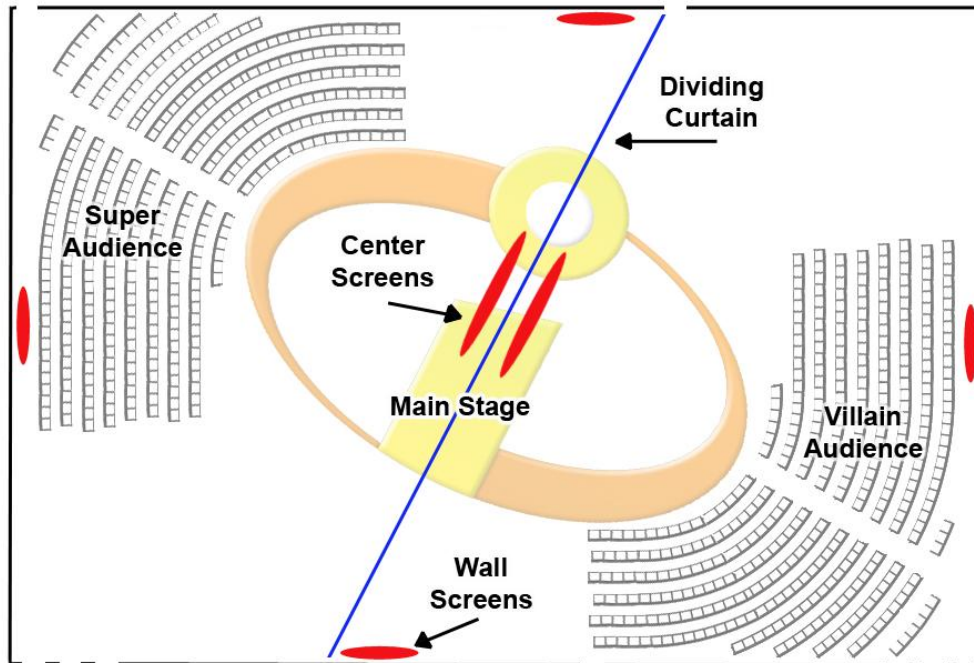
Edna explains the Olympics history to the Supers and gives them tips on fair play. On the Villain side, Mirage tells the Villains about Syndrome's plans to hijack the Olympics and recruits them to his cause.



THE INCREDIBLES

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THE THEATER:



The main theater is a large rectangular space with two raked seating areas that leave two corners of the room open as exits. During the guest seating, the room is divided diagonally in half by a large curtain. The Villain guests are seated on one side and the Supers on the other, unable to see each other. Two large oval video screens ("center screens") hang on each side of the curtain. Four smaller oval video screens ("wall screens") on the perimeter walls display scores and other information. When the show begins, the screens display computer graphics in the style of the National Supers Agency system.



THE PRESHOW:

Once seated, the center screens on either side of the curtain show “Leaders” (Frozone on the Supers side and Syndrome on the Villains side) that guide the guests through the process of setting up the game. Unaware that the Villains are in the building, Frozone explains how the Games will work and tells the Supers Audience that the competitors will be revealed shortly. On the other side, Syndrome tells the Villains Audience that they are about to sneak attack the Supers and force them into a competition to prove their superiority.



Each Leader then asks the guests to press any key on their keypad to let the system know they are present. Next, they press either 1 or 2 to tell the system whether or not they wish to participate in the physical part of the show. Finally, they select the key corresponding to their age group. Any unused seats are ignored for the rest of the game. Once the setup is complete, a short video plays to introduce the show and the live Host.



THE SHOW:



that he has the building surrounded by Omnidroids and the entire facility captive. Frozone reluctantly relents and the competition begins.

As the Host is introduced, the large curtain pulls away and the center screens rise up to the ceiling. The Host is a live actor dressed as a "Super-Referee". He or she walks out to the center of the stage as the guests on each side discover they are facing each other across it.

Before the Host can even start the first competition, security alarms sound out that an intruder has entered the building. Suddenly, Syndrome breaks in with a pirate signal on the center screens and the graphics on the wall screens change to the style of the Kronos computer. He announces that one side of the stadium is filled with Villains and demands a competition to prove that it doesn't take special powers to be Super. When Frozone refuses to give him the chance, he reveals

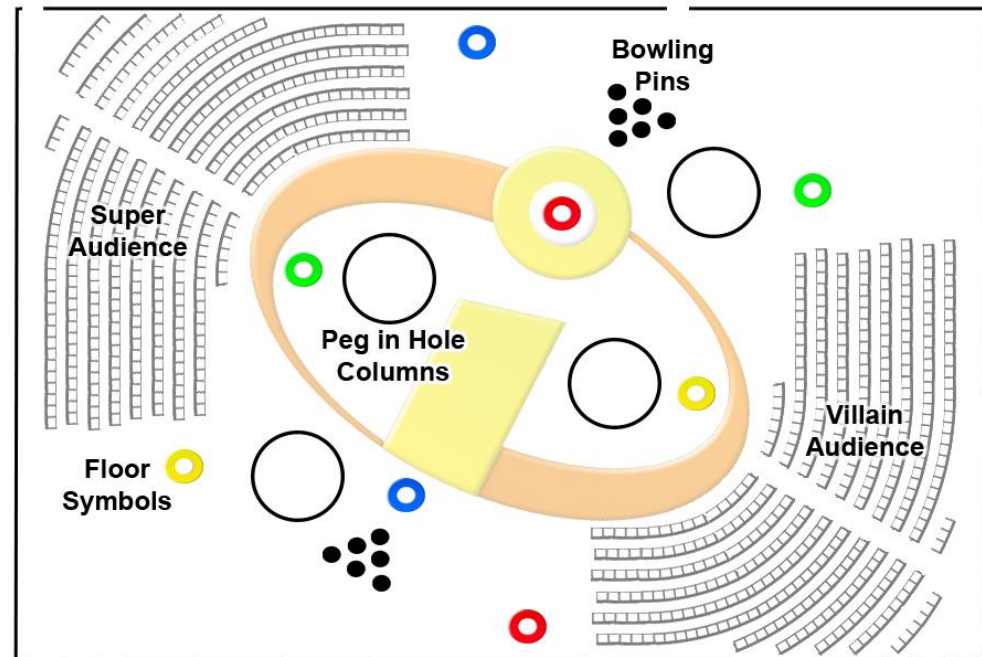
**OPERATION
KRONOS**

PHASE: 1 2 3

THE GAMES:

The Host cues the Kronos computer to choose the first game. The wall screens display a short explanation of the game and the number of players required. On the center screens, Frozone and Syndrome choose their first players by announcing the seat numbers. Depending on the randomly selected game, there may be only one or several players on each team in varying age groups. Operations or Technicians will assist the players into simple Super or Villain costumes and any additional gear the game requires. The Host will introduce each player to the audience by their real name and their fake Super or Villain name. The humorous fake names are generated at random by the Kronos computer.

Games are designed for specific age groups, numbers of players, and equipment. They can include styles like those from TV shows (American Gladiator, Double Dare), family yard games, corporate team building exercises, theme park arcade, sports, etc.





AUDIENCE PARTICIPATION:

The physical portion of each game is played by the selected team members, but the rest of the audience also plays a part in most games using their keypads. The audience participation is different for every game. Sometimes they are playing in support of their own team or against the opposing team. The task may involve voting for elements of the physical part of the game or it may be a “mini-game”. Mini-games could include answering trivia or puzzle questions, recreating patterns (like the electronic game, Simon), steering remote control vehicles, or reaction timing tests (like the arcade game, Whack-a-Mole).

Another function of the keypads and computer tallying is automated “handicapping”. Scores can be adjusted for uneven amounts of players and age group distribution on each side. Also, handicaps can be given to children in situations such as trivia questions or other complex tasks. This will keep “wild guessing” by children from unfairly driving down a team’s overall score.



AUDIENCE KEYPAD SAMPLE





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GAME	OBJECT OF THE GAME	AUDIENCE PARTICIPATION	PLAYERS PER TEAM
MAD DASH (foot race)	Players run a relay race. Four players stand on symbols on the floor while the fifth stands at the starting line. One of the symbols will light up and the starting child will run to tag the child on that symbol. The tagged child will then run to the next lit symbol to tag and so on. This can go on for multiple rotations.	The audience votes on the next symbol that will light up for the opposing team. Each time a symbol is selected, it becomes unavailable for the next vote.	5 Child
TITAN PULL (tug of war)	Players play tug of war with a large rope. Each side attempts to pull the other over a center line that continuously moves.	The audience repeatedly plays a game on their keypads. Each win moves the center line closer to the other team.	4 – 8 Adult
MATCH MAN (peg board)	Players on bungee cords collect different shaped pegs and attempt to place them in matching holes in the sides of a large column. The peg only counts if it is placed in a matching hole while that hole is lit up. The player that correctly places one of every shape first wins.	The audience completes tasks on their keypads. With each new level of success, more holes become available for the players on stage.	2 Teen or Adult
SUPER STRIKE (bowling)	Players inside large inflatable balls attempt to roll to the end of the stage and knock over giant foam bowling pins. Mechanical obstacles appear to hinder the player's path.	The audience plays a game on their keypads. The scores determine how many obstacles appear in the other team's path.	1 - 2 Teen or Adult
IN A SINGLE BOUND (bungee basketball)	Players on bungee cords jump up to slam dunk oversized balls through one of 4 hoops high in the air. To get a point, they must put the ball through the one hoop that is lit up at the time.	The audience votes for which hoop lights up on the opposing team. The computer polls the votes every few seconds to change the hoop.	2 – 5 Teen or Adult
SPEEDING BULLETS (target shoot)	Players fire soft foam balls from air cannons on the floor through hoops hung above the stage. Each ball through a hoop is a point and at the end of the time, the most points wins.	Audience members play a game on their keypads. Every 10% of the audience that wins gets a new ball for their shooters.	1 - 3 Teen or Adult
BATTLE BOATS (battleship)	There are no players on stage for this game. This game takes place using audience keypads and graphics on the center screens. In each round, audience members on each side secretly vote for which of 4 boats they would like to be in. Next, they vote on which opposing team's boat they would like to shoot at. When the votes are revealed, the most "shot" boat on each side sinks and the players in them are out of the game. The rounds continue with 4 new boats each time until all players on one side are sunk.		Full Audience Only



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GAME	OBJECT OF THE GAME	AUDIENCE PARTICIPATION	PLAYERS PER TEAM
ACTION ACTOR (charades)	A rotating team of players acts out the name or main trait of a super or villain. Both sides act out the same character simultaneously. When one side chooses correctly, they get the point and the play rotates to the next team members.	The audience has 10 seconds to correctly vote for the character being acted out from choices displayed on screens above the actors.	5 Adult
TRACK AND FORCE FIELD (inflatable ball race)	A single player from each team rolls around inside a large and clear inflatable ball. They attempt to roll over symbols on the floor as they light up one at a time. The first player to roll over a certain number of symbols wins.	The audience votes on the next symbol that will light up for the opposing team. Each time a symbol is selected, it becomes unavailable for the next vote.	1 Teen or Adult
CAPTAIN CLUE (giant puzzle)	Players attempt to assemble an oversized jigsaw puzzle on the stage floor faster than the other team. The players do not know what the finished puzzle should look like but the audience can see it on the screen above. They try to help their players by shouting instructions.	Audiences choose the puzzle that the opposing team has to assemble. They also try to shout instructions to their own players.	3 - 4 Child, Teen, or Adult
TURBO BIKE (scooters)	Players on peddled scooters race around a randomly changing track and try to complete the track before the other team. The track consists of symbols on the floor that light up one at a time. The first team where players roll over a certain number of symbols in order wins.	The audience votes on the next symbol that will light up for the opposing team. Each time a symbol is selected, it becomes unavailable for the next vote.	3 - 4 Child, Teen, or Adult
ROBO POLO (croquet)	Two players alternate hitting a large ball through croquet loops that light up in random order. The first team to pass through all loops in order wins.	The audience votes on the next croquet loop that will light up for the opposing team. Each time a loop is selected, it becomes unavailable for the next vote.	2 Teen, or Adult
BOOMERANG (horseshoes)	Players throw large curved boomerangs at posts on the opposite side of the stage. Each boomerang that catches on the post is a point and at the end of the time, the most points wins.	Audience members play a game on their keypads. Every 10% of the audience that wins gets new horseshoes for their players.	5 - 10 Teen, or Adult
TARGETRON (curling)	Players roll large balls across the stage and try to make them stop on colored symbols on the floor. Extra points are gained if they stop on a symbol that lights up. Additional players attempt to guide the large ball by throwing a limited amount of smaller ones at it as it moves.	Audience members play a game on their keypads. Every 10% of the audience that wins gets a new ball for their players. They also vote on which symbol will light up for the other team next.	2 - 8 Teen or Adult



GAME	OBJECT OF THE GAME	AUDIENCE PARTICIPATION	PLAYERS PER TEAM
SUPER SASQUATCH (big foot ski race)	A group of players strapped together on 2 large skis race around a randomly changing track and try to complete the track before the other team. The track consists of symbols on the floor that light up one at a time. The first team where players walk over a certain number of symbols in order wins.	The audience votes on the next symbol that will light up for the opposing team. Each time a symbol is selected, it becomes unavailable for the next vote.	3 – 4 Child or Teen
MEGA BALL (human foosball)	Players strapped into bungee cords try to kick a large “crab soccer” ball through the other side’s goal. The bungee cords are tight so the players can barely stay in touch with the floor.	There is no audience element to this game.	4 - 6 Teen or Adult
MIGHTY STEED (bouncing horses)	Players on bouncing rubber balls decorated like hobby horses race around a randomly changing track and try to complete the track before the other team. The track consists of symbols on the floor that light up one at a time. The first team where players bounce on a certain number of symbols in order wins.	The audience votes on the next symbol that will light up for the opposing team. Each time a symbol is selected, it becomes unavailable for the next vote.	5 - 6 Child or Teen
INCREDIBLE (remote control trucks)	Players load objects into remote control trucks on one side of the stage and unload them when the vehicles arrive on the other side. This continues until one team transports all of their objects across the finish line. The terrain is uneven and objects that fall out of the truck must be retrieved and reloaded.	Using their keypads, the audience tries to navigate the remote control truck back and forth across the stage. The navigation is done either by averaging the entire audience’s choices or by randomly switching control to a different person every few seconds.	1 - 2 Child, Teen, or Adult
METEOR STORM (basket catch)	Players in the middle of the stage run around and try to collect badminton birdies (called meteors) thrown by audience members using baskets attached to their heads.	The audience throws the birdies and tries to land them in the baskets on their team player’s heads.	3 – 5 Child, Teen, or Adult
SUPER SUMO (sumo wrestle)	Players dressed in heavily padded and oversized “Super Sumo” costumes attempt to push their opponents out of the center stage ring. The first team completely pushed out loses.	There is no audience element to this game.	2 - 6 Teen or Adult
HULA-CULES (hula hoop toss)	Players take turns heaving hula-hoops onto the top of a large cone-shaped mountain. As an option, opposing players could also attempt to climb up the mountain and remove opponent’s hoops from the top.	Audience members play a game on their keypads. Every 10% of the audience that wins gets a new hoop for their players.	1 – 3 Teen or Adult



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THE GAME GEAR:

Here are a few samples of some of the possible game equipment for the show...





THE FINALE:

At the conclusion of the games, the computer will tally up the number of points for each side and announce a winner. A short video will play in which the winning team's Leader will accept the award for winning the Olympics. During the acceptance speech, a Metroville news broadcast will break in to show activity outside the stadium. The Incredibles family is shown defeating the Omnidroids around the building. As they attempt to take Syndrome into custody (even if he is in the middle of an acceptance speech), he escapes to try again during the next show.

To make this show an even more repeatable experience, there can be multiple versions of this finale video that are played randomly.

BEYOND DAILY OPERATIONS:

This venue would lend itself very well to unique marketing events. It could easily be adapted for use with special events including corporate team building, school competitions, and large private parties.

