



WED Enterprises, Inc • 1401 Flower St • Glendale, Calif 91201 • 245-8951

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F A C T S H E E T

NEW TOMORROWLAND -- A WORLD ON THE MOVE

DISNEYLAND, 1967

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Science and technology have already given us the tools we need to build the world of the future. If we use them right now, we won't have to wait to know what tomorrow will bring. I believe we will prove with new Tomorrowland that today IS the future.

-- Walt Disney

CREATORS OF
NEW TOMORROWLAND:

New Tomorrowland is a product of WED "Imagining". WED Enterprises, Inc., is the Disney architectural, engineering, research and development firm that has planned and designed all of the "Magic Kingdom" and other Disney projects.

MAJOR EXHIBITORS:

- The Bell System (American Telephone and Telegraph Co.)
- The Coca-Cola Company
- Douglas Aircraft Company, Inc.
- General Electric Company
- The Goodyear Tire & Rubber Company
- The Monsanto Company

TOTAL AREA OF NEW
TOMORROWLAND '67:

Over five acres (227,500 square feet), equivalent to more than four football fields.

TOTAL CIRCUMFERENCE
WALKING DISTANCE:

A walk around the new Tomorrowland area -- from door to door of each attraction -- measures just one-half mile. This short walking distance is the result of careful

positioning of the pavilions around a pivotal point (the PeopleMover station) without creating a "crowded" effect.

HIGHEST POINT: The tip of the "Rocket Jet" pinnacle is 85 feet above ground level.

ARCHITECTURE: New Tomorrowland is a study in pleasing textural contrasts. Uninterrupted surfaces complement colorful, highly imaginative murals and sculptured panels of metallic veneer.

Members of the WED staff describe Tomorrowland's configurations as "Architecture of Flow Systems" -- structural designs dictated by the need to facilitate the movement of large numbers of people along exterior corridors and through attractions that have exceptionally high guest capacities.

Structural lines convey an impression of constant movement in keeping with the ceaseless activity throughout Tomorrowland.

"AUDIO-ANIMATRONICS": Two of the new presentations -- and several others in Disneyland feature this WED-developed technique which utilizes space-age know-how to animate three-dimensional figures. Remarkably lifelike movement is created through the blending of electronics, hydraulics and pneumatics.

ESTIMATED COST: Tomorrowland is being built at a cost of approximately \$22 million.

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ADVENTURES IN NEW TOMORROWLAND

Adventure Thru Inner Space, presented by Monsanto

Show Profile: Guests appear to "shrink" magically for a journey into the exciting realm of the atom, followed by an experience with "Miracles from Molecules"

Entering Monsanto's "Mighty Microscope," visitors move right into a tiny snowflake,

through walls of crystal-like ice and into the atom where the nucleus resembles a giant sun. After this enlightening journey into the atom, guests return to the "bigger world" where they witness modern miracles created by rearranging and combining molecules to make today's world more comfortable and convenient.

"Atomobile": This trip into inner space is provided by the highly versatile "Atomobile," another transportation system designed by WED Enterprises. Vehicles move through the adventure without stopping, even when guests are boarding or leaving. Passengers step from a turntable platform that revolves in synchronization with the slowly moving two-passenger cars.

Area: Monsanto's new Tomorrowland pavilion encompasses 21,733 square feet.

Capacity: 3,275 guests per hour.

Flight to the Moon, presented by Douglas

Show Profile: Tomorrowland guests will board Douglas' all-new spacecraft for a moon trip, next in realism only to an actual flight. They will become "astronauts" as they feel the pull of gravity at blast-off, experience the sensation of weightlessness and view a moon colony's activity.

Preshow Profile: Before their flight, space voyagers will visit "Mission Control," where outer space activities will be monitored on huge viewing screens throughout the center.

Lifelike "Audio-Animatronic" figures will man "Mission Control". The seven-man staff will be under the leadership of a "control central director," who will explain the activities of the center, outline plans for Disneyland's moon flight and show seldom-seen film of space exploration.

Area: Total area of the Douglas pavilion is 25,300 square feet.

Capacity: 1,625 guests per hour.

Carousel of Progress, presented by General Electric

Show Profile: Four warm and humorous families welcome guests into their homes of the 1890's, 1920's, 1940's and today to hear how progress through electricity has contributed to better living. All stars of this show are "Audio-Animatronic" figures that represent a new high in the state of the art of animating three-dimensional figures.

"Progress City": Completing the story of electricity and its contributions is "Progress City," an entire community captured in capsulized realism. Fully animated, the city is the municipality of tomorrow that can be built today through application of the most advanced technologies. It is complete with moving transportation systems, a climate-controlled downtown, and a wide variety of night-lighted activity.

Area: General Electric's presentation will be housed in a pavilion similar to the one that was designed for the "Carousel of Progress" at the recent New York World's Fair. It will enclose 83,000 square feet.

Capacity: 3,600 guests per hour.

"Refreshment Gardens" (tentative title), presented by The Coca-Cola Company

Dining, dancing and live entertainment in the comfort and exciting atmosphere of the future will be offered in this unique restaurant.

Climate-control techniques, especially developed for "Refreshment Gardens," have enabled WED to design the facility without exterior walls that would obstruct views of the always-moving panorama of Tomorrowland.

Centerpiece of the restaurant will be an oval garden area that rises from ground level to become a canopy for an entertainment stage. As it lifts, a Tomorrowland musical ensemble -- already in place -- will begin the show.

All food service will be facilitated through a subterranean network of conveyors. This

approach significantly reduces servicing time and takes bussing procedures out of sight.

Area: 17,300 square feet.
Capacity: 1,500 diners per hour.

"America the Beautiful," presented by The Bell System

The Show: Bell Telephone brings an all-new filmed visit by an all-new Disney motion picture technique to historic landmarks and scenic locations throughout the fifty states, including journeys to Hawaii, Alaska, national parks and other interesting areas.

The audience will be completely surrounded by the spectacle of America through "Circle-Vision 360," Walt Disney Productions' technique of projecting a motion picture on a screen that completely encircles the audience.

Demonstrations of present and future communications techniques and devices are also planned.

Area: The Bell System pavilion measures 33,700 square feet.
Capacity: Up to 3,000 guests per hour.

Goodyear PeopleMover, a WEDway Transportation System

Theme center and pivotal point of new Tomorrowland is the PeopleMover station topped by a new version of the popular "Rocket Jet" attraction.

Guests board the Goodyear PeopleMover, a revolutionary, new kind of transportation system, from a slowly revolving platform that moves in sync with four-passenger compartments carried along an overhead guideway, supported by graceful, symmetrical pylons.

Upon leaving the terminal area, vehicles step up somewhat in speed as they move through Tomorrowland and into the pavilions, permitting guests to preview the shows.

Area: The Goodyear-sponsored display area and PeopleMover station total 16,600 square feet in size.

The PeopleMover guideway is 3,250 feet in length.

Capacity: 4,885 passengers per hour will ride the 62 trains of four compartments each.

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WALT DISNEY'S WORDS ABOUT TOMORROWLAND

(The following quote from Walt Disney, made by him in 1955, will furnish the text for a plaque to be placed in Tomorrowland.)

"Tomorrowland

A vista into a world of wondrous ideas, signifying man's achievements . . . a step into the future, with predictions of constructive things to come. Tomorrow offers new frontiers in science, adventure and ideals: the atomic age . . . the challenge of outer space . . . and the hope for a peaceful and unified world."