

Disney
and



Advanced Concept Center

in Tomorrowland at Disneyland

Disneyland.

More than 350 million visitors have made Disneyland the favorite tourist destination in the western half of the United States.

On Opening Day in 1955, Walt Disney said, "Disneyland will never be completed as long as there is imagination left in the world."

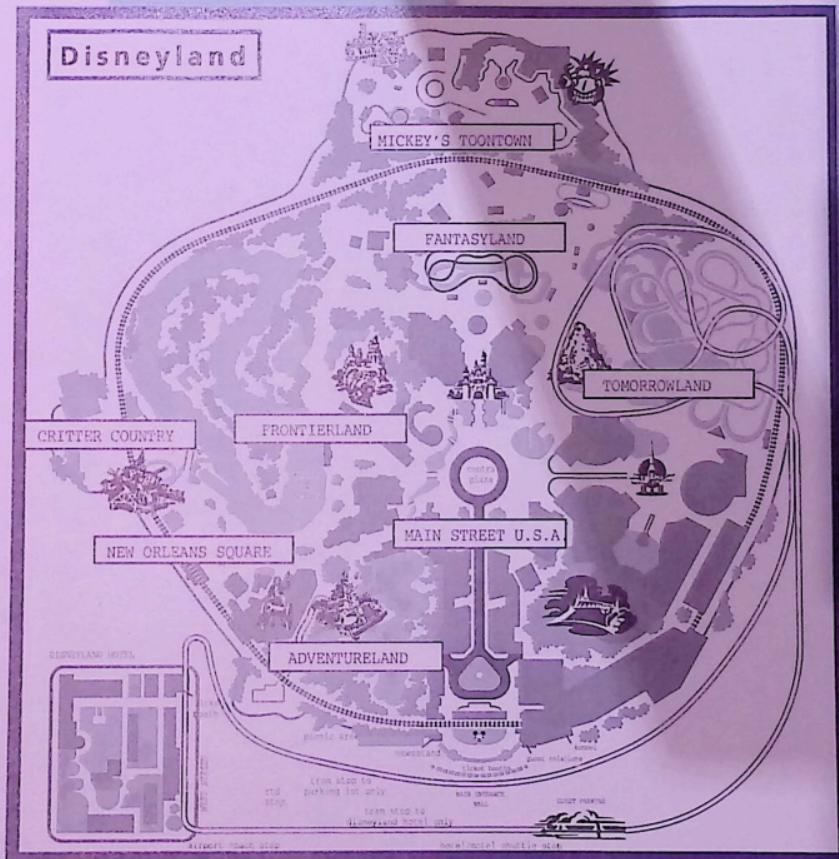
That spirit continues today.

Tomorrowland

In the Spring of 1998, Disneyland will unveil a brand-new look for Tomorrowland—transforming it into a place dedicated to the dreams, visions and hopes for the evolving future.

Tomorrowland will celebrate the lifestyles of today and tomorrow by offering visitors a chance to experience the "latest and greatest" first-hand.

The rides and attractions in Tomorrowland will stimulate the imagination and demonstrate how a combination of artistry and technology can make the lifestyles you'll see a part of our daily lives.



The Advanced Concept Center

As we approach the Tomorrowland entrance, a new sight will command our attention. Passing overhead, right above our path, we see exciting new "vehicles of tomorrow" speeding by on an elevated beamway taking their passengers on a thrilling journey into the future.

We look to the left and see the entrance to the Advanced Concept Center, gateway into an amazing future of technology, design and artistry—our chance to not only experience the design process, but to actually climb on board and take a ride in a vehicle of the future.

Tomorrowland Entrance

Advanced Concept Center

Innoventions

A dramatic new presence
marking the gateway to Tomorrowland

There are five separate areas within The Advanced Concept Center:

1 The Pre-Show Gallery, featuring the newest GM vehicles, plus "visions of futures past," showcasing how design influences the way we perceive our world

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An innovative 360° *hands-free film-in-the-round* that takes guests inside a computer at the GM Design Center

3 An exciting three-dimensional light controlled area that prepares guests for their ride experience

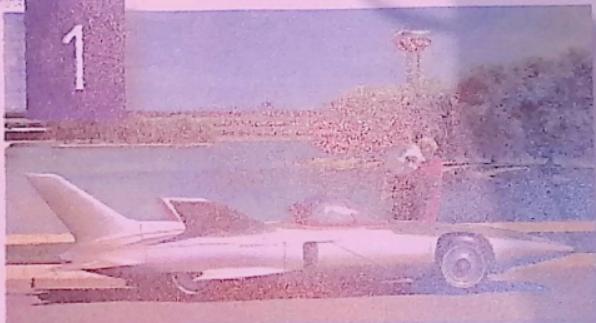
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The Design Center, where guests see GM's newest concepts and have a hands-on opportunity based on their experiences to design tomorrow's vehicles

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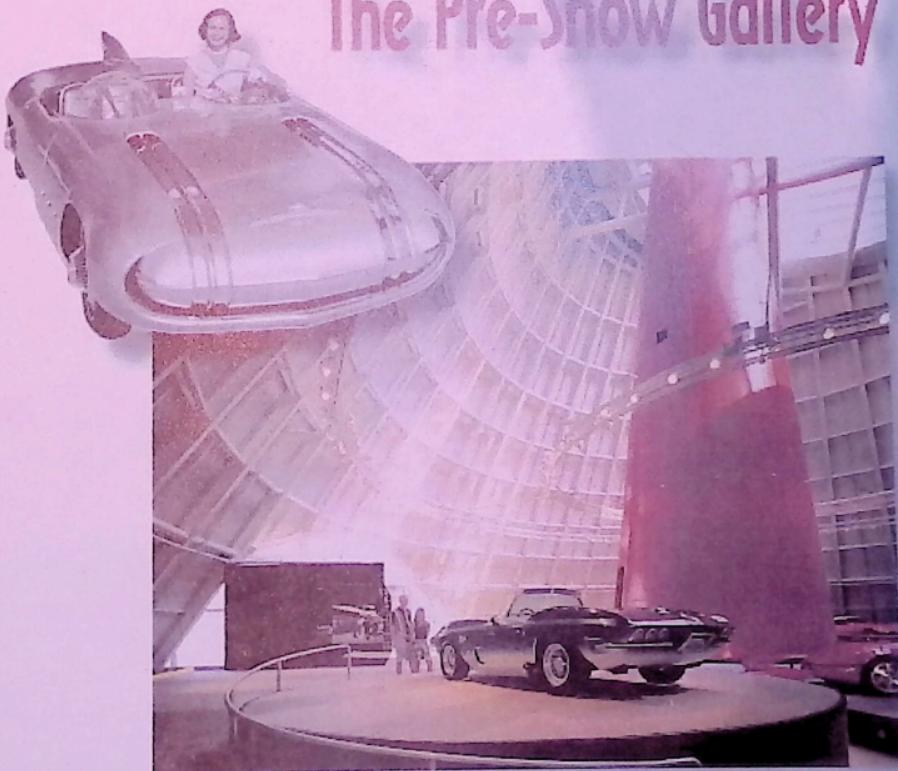
The ride — a thrilling experience aboard a futuristic concept vehicle, speeding high above Tomorrowland along an elevated beamway in the sky

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Before we enter the main show, we find ourselves winding our way through a pre-show gallery that provides a "look back" at some of the outstanding examples of industrial design that have influenced and inspired people through the ages.

The Pre-Show Gallery

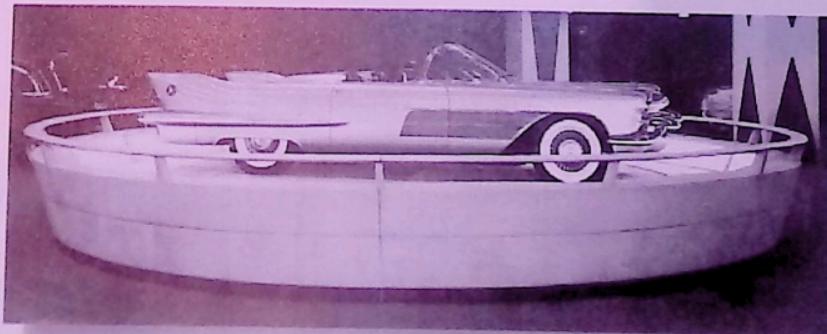


Featured in this gallery would be examples of great design—from classic concept cars of the past to Raymond Loewy's streamline locomotive...Disney's Rocket to the Moon...the House of the Future and many more—all of which have stood out as inspired visions of the future. As we move further into the space, we see current GM cars taking their place as the successors to this long-standing history of quality and exciting design. Each of these cars will be presented against a backdrop of art and images that reflect the lifestyles with which they are associated.

Everyone will be able to check out the cars up close and hands-on. A live GM host could be stationed in the attraction to answer questions and help establish that this is a real place where future vehicles are being developed.

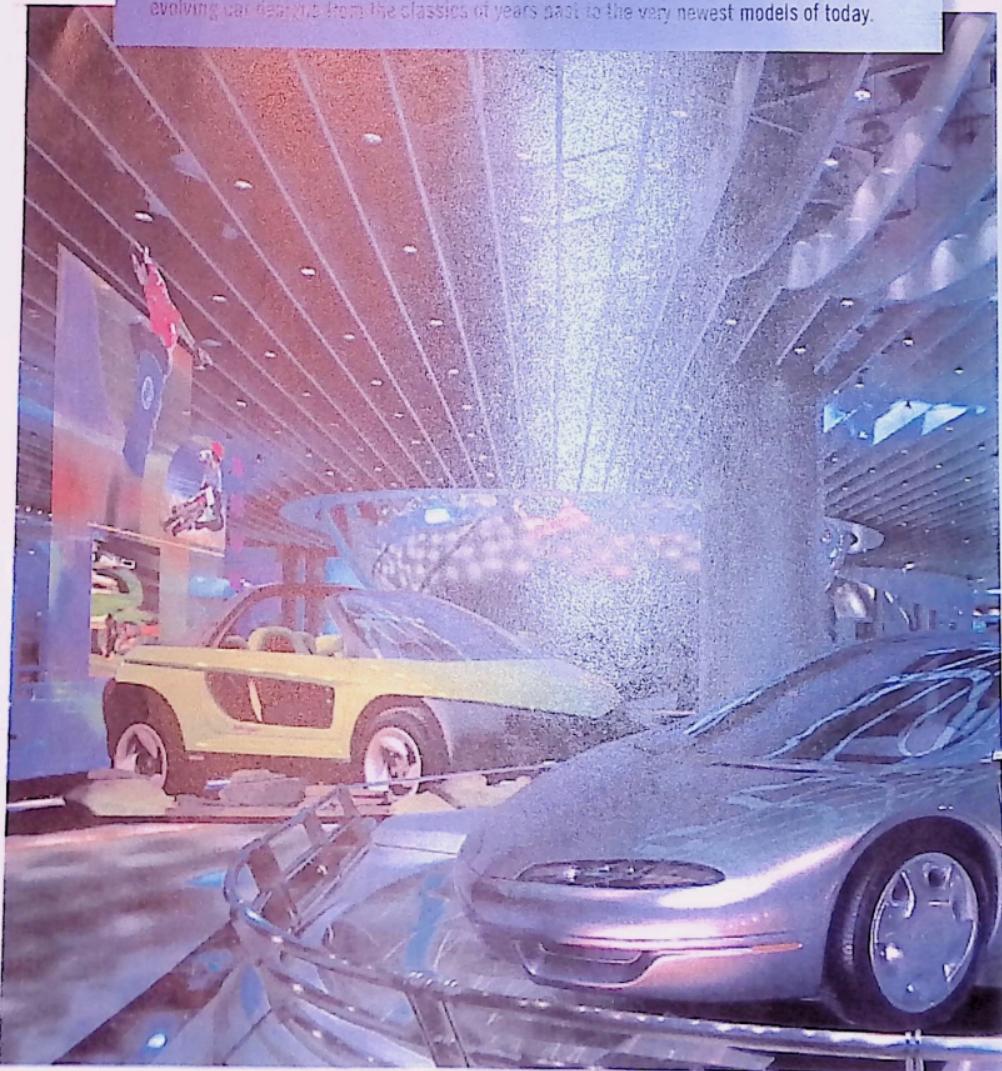
This Showcase will help set the stage for the rest of our experience, answering such questions as "How do automobiles get designed?", "Why is it important?" and "Who designs cars and trucks?" The guests will take away the idea that good design has value, and that GM produces the best designed vehicles in the world.

Throughout this space, we will never lose contact with the futuristic vehicles passing overhead, the same ones we saw outside as we entered Tomorrowland.



The finale of the *Fast & Green* battery will feature the latest GM cars and trucks, presented in a hands-on interactive stage.

Next, the "envelope drive track" tells us how many minutes until the next part of our experience. As each minute passes, an image on the clock face will change to show evolving car designs from the classics of years past to the very newest models of today.



The Gallery



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The CircleVision Film

Now we move into the main theater. Here we will experience an exciting and captivating 8-minute CircleVision film, an adventure that places us right in the center of the action, totally immersing us with a 14-foot tall 360° circular image.

Designed to play against the show's memorable theme music, the opening sequence will take us through the world of design—from the fantastic visions of the 19th century Victorians all the way up to the present.

Through the lyrics of the theme music, we will learn how design also has a practical application, and how the designs and shapes we choose reflect our personalities. And we will see that there is nothing that better reflects our personalities—that better defines how we see ourselves and how we want to be seen—than the automobile of our dreams.

And what more exciting place to explore the dynamic design world than here in Southern California. As the musically driven montage continues, it captures the incredible range that makes California what it is — from its trendy leading edge style to the classic retro designs of the past — a unique combination found nowhere else in the world.

And at the heart of all this excitement, at the center of this hot bed of leading edge lifestyle, we find ourselves inside GM's Advanced Design Center. We're caught in the fury of a brainstorming session where a roomful of designers are passionately developing ideas for new vehicles. With a sudden flash of laser light, we're drawn right into their ideas—transported inside one of GM's state-of-the-art design computers.

We've been digitized into a universe of bits and bytes, surrounded by the amazing images of a never-before-seen bit-stream of computer data, fully engulfing us on the CircleVision screen.

As we flow though this bitstream of data, we see, first-hand and up close, the ideas coming from the designers in the brainstorming session. We learn about the modern methods used by GM to design their newest vehicles. We see basic building-block shapes transform into complex wireframes that are magically rendered into finished gleaming designs. As the designers finalize the computer drawings of their new concepts, we see how the same computer data is actually used to manufacture full-size prototypes of those new vehicles.

Throughout this whole computer design process, we experience the creation of the same vehicles we've watched traveling along the elevated beamway outside—and our anticipation builds as we realize these are the same ones we'll be riding on in just a few minutes.

At this point, however, the vehicle we'll be riding on is still just a computer wireframe. The designers haven't yet decided on all the final details. Now this is where we come into the picture—we're going to have a chance to help the designers decide just what the final vehicle could be like.

As the CircleVision film reaches its climax, we see the wireframe vehicles racing down their digital test track. From the point-of-view of an imaginary driver, we take off on a thrilling CircleVision ride as the wireframe is put through its paces. A dizzying journey through Cyberspace has us hanging on at every turn. Finally, with a thundering musical accompaniment, we see the wireframe vehicle streak towards the front of the theater and disappear.

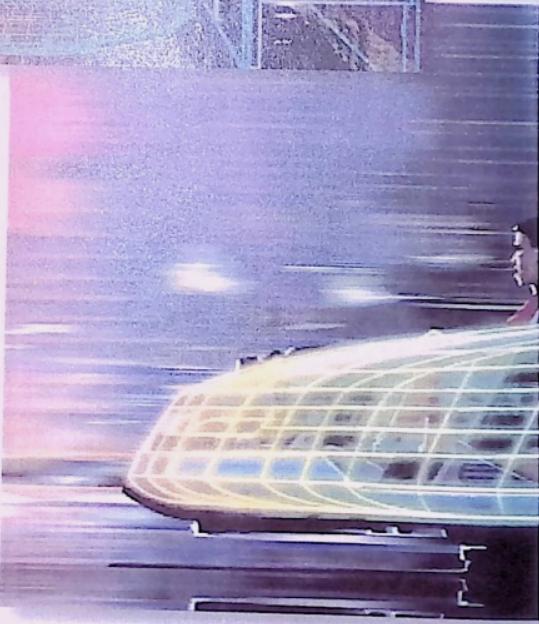
At the moment the image vanishes, a doorway opens up in the wall, inviting us to step into the future and actually ride the vehicle we just saw on the screen.



As we walk through this enclosed passageway, we're still immersed in the excitement of our CircleVision journey. We find ourselves in the middle of a "wireframe world." All around us, we see what seems to be an endless variety of glowing wireframe shapes—each one a concept for a vehicle of tomorrow.

On the walls, we see the shapes, images and forms that GM designers might have used as inspiration for these future vehicles.

Throughout the area, video information will help prepare us for the thrilling journey we're about to undertake.



When we reach the loading area, we step into the vehicle, fasten our seat belts and prepare for the ride of our lives. The vehicle is actually a physical realization of the wireframe design we saw in the CircleVision film.

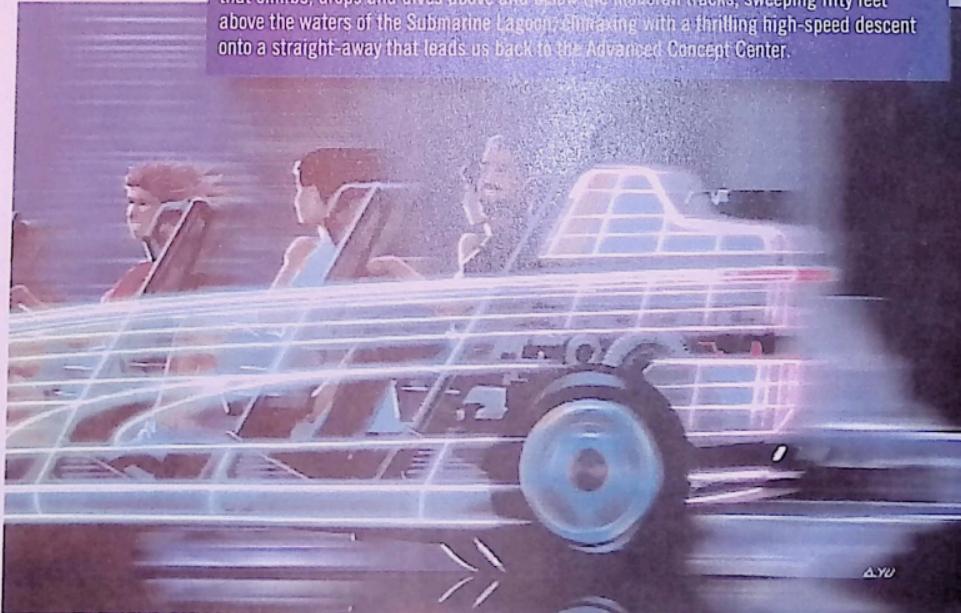
As a surge of energy is applied to the vehicle's powerful rear wheels, the front end literally lifts off the ground and we race through the center of Tomorrowland, high above the crowds on our elevated highway in the sky.

As we turn sharply to the left and enter the first of the many tunnels we will encounter, we see the wireframe lines that surround us glowing even brighter in the darkness. We round a corner and see the image of our vehicle reflected in giant mirrors along the inside of the tunnel. As we watch our reflections, we see the glowing lines change colors—perhaps from blue to gold and finally to red. But even more amazingly, as the colors change, so does the shape of the vehicle. New wireframe lines appear across the surface, literally transforming and morphing the shape and style of the vehicle we are in.

4 The Ride

At the end of the tunnel, a hidden "photo capture" system takes our picture as we pass by, using state-of-the-art digital cameras. Our image is recorded, cataloged and stored for use in an exciting experiment after our ride is complete.

We pass directly through the bustling Innoventions, and everyone's eyes look up to watch us race by. Now we turn the corner and take off on the most exciting part of the journey—the open road, a high-speed experience that climbs, drops and dives above and below the monorail tracks, sweeping fifty feet above the waters of the Submarine Lagoon, shrinking with a thrilling high-speed descent onto a straight-away that leads us back to the Advanced Concept Center.



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The Post-Show

Back in the station, we catch our breath, release our seat belt and step out onto the platform. We return to the Advanced Concept Center, where we will have the opportunity to experience and control—hands on—the computer design process. This area could feature actual GM concept vehicles in development, and could be styled very much like the real concept design studios GM runs.

On a bank of computer monitors in front of us, we see the wireframe shape of the vehicle we just rode in. By means of a simple, user-friendly interface, we'll be able to "finch" the design of our wireframe just the way we'd like to see it. We can stretch it, shorten it, sharpen it or soften it. We can add the headlights of our choice, reshape the bumpers, pop on some chrome, pick a color, customize inside and out—controlling all the major aspects of the design until we have the vehicle exactly the way we like it.





Our choices will be stored in the computer and can be fed directly to GM's Market Research division, so they can see exactly the kind of vehicle we want to own. It would be like a "permanent focus group." As customers of GM, we'll have the unique chance to provide direct input on the kinds of vehicles, styling and accessories we'd like to see in the future. We can even choose to purchase a print-out of our design—complete with the digitized photo of us and our friends that was taken while we were on the ride.

There we are in the photo, already experiencing the vehicle of the future, just as we envisioned it—brought to us through the design development and technical achievements of General Motors.