



**PROPOSAL FOR
ENTERTAINMENT DESIGN CORPORATION**

**BOX OF WONDERS CONCEPT DESIGN
UNION SUN PLAZA — CHENGDU, CHINA**

MAY 20, 2017



THE MOUSETRAPPE DIFFERENCE

Unforgettable and unparalleled entertainment creative design and production for themed entertainment, exhibits, museums, and attractions

Many can tell a story, but it takes a special skill to captivate and challenge an audience on multiple levels. Mousetrappe embraces new technologies to push the boundaries of imagination in amazing ways. But it's not just about the panache and pyrotechnics of the show. Mousetrappe uses diverse and sophisticated technologies to tell engaging stories – stories that move people to understand, to feel, to experience. It's easy to get caught up in the “how” when you're creating immersive experiences, and to forget the “why.”

The beauty of immersive media-based theatre as Mousetrappe delivers it, is all about the execution. The Mousetrappe concept is to use technology tastefully and thoughtfully to immerse guests in unexpected ways, from surprising vantage points with nuanced and diverse perspectives.

With the Union Sun Plaza Box of Wonders, Mousetrappe will bring its experience and dedication to the forefront to deliver a thrilling experience for audiences in Philadelphia. At home with challenging formats, resolutions, and complex configurations, Mousetrappe offers solutions that move beyond technical wizardry and sophisticated stagecraft and into the realm of unforgettable visitor experiences.



WHY MOUSETRAPPE?

EXPERIENCE

Mousetrappe is a design and production studio based in Burbank, California with an emphasis on immersive media-based shows, attractions, and exhibits. Winners of 5 Thea Awards, 2 Muse Awards, and a Visual Effects Society Award, Mousetrappe is internationally acclaimed as a leader in emotionally moving and highly entertaining productions for theme parks, museums, expos, and cultural destinations.

Working with and for top names and brands such as Tom Hanks, Disney, Universal, Harry Potter, and the Space Shuttle, Mousetrappe designs, produces, and installs shows and attractions that create emotional connections with audiences across the globe.

During production every piece of a visitor destination comes together for the first time. It takes an experienced team to oversee this process and ensure that client goals are met, the intended look and feel is achieved, and guest expectations are exceeded on Opening Day and beyond. Our team opens shows, attractions, and exhibits frequently, and in fact all of our projects open and operate with the highest levels of success.

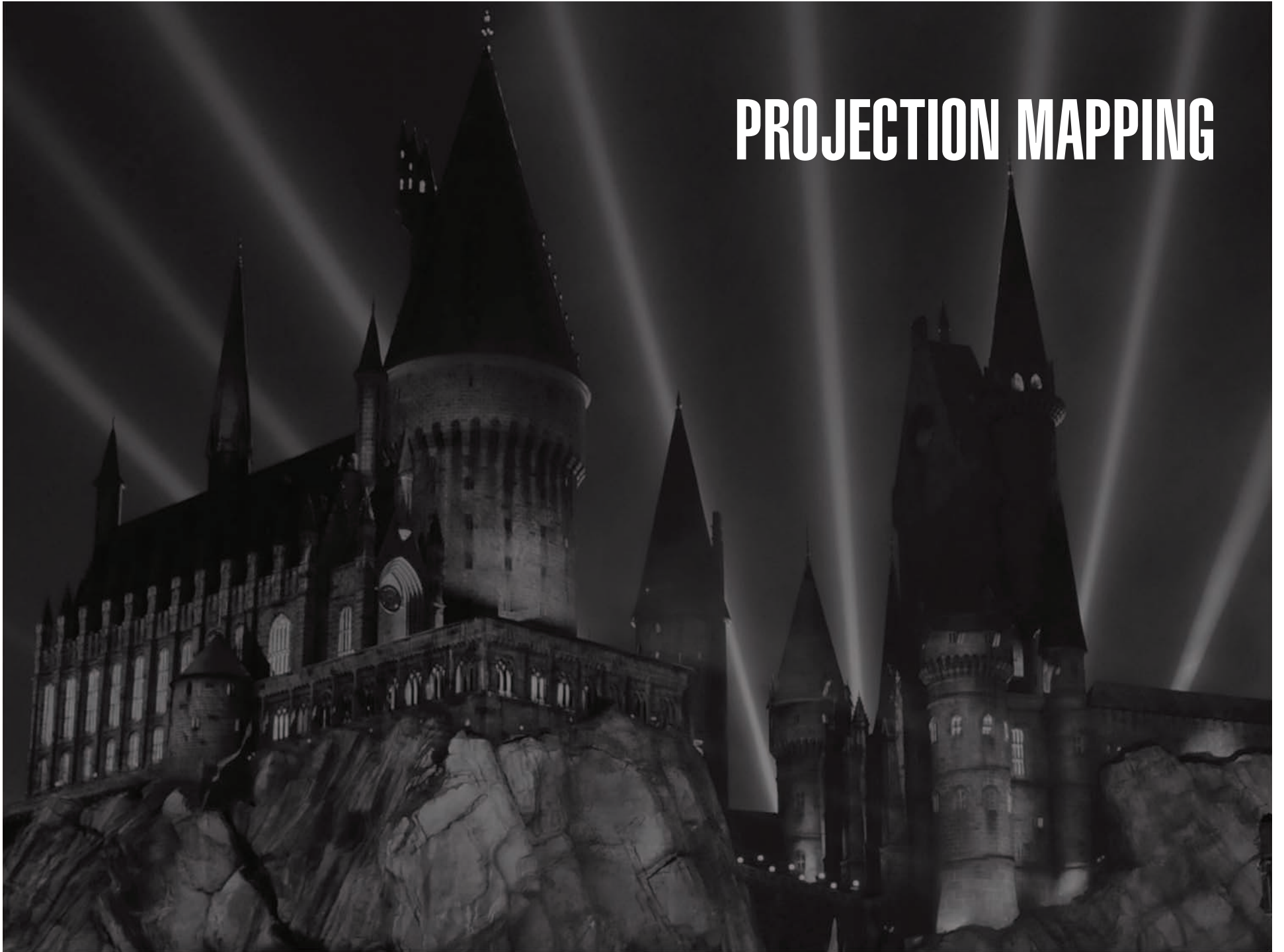
CREATIVITY

First you have to imagine what it can be before it comes into being. Every project has unique parameters and specific goals. We tailor the creative process to you, helping to hone your overall vision, problem-solve, and create a world-class installation. The creative process is about finding the best way to translate your idea into a feasible visitor attraction.

PROCESS

Mousetrappe is not only experienced and imaginative, but also completely focused and pragmatic. Our core team has extensive experience in delivering and opening shows, parks, and attractions, so we avoid unnecessary creative iteration. Therefore our focus is on wildly creative concepts that also respect budget, schedule, and resource targets right from the beginning. Ultimately we deliver effective and enduring guest experiences as well as reaping productive, collaborative, and efficient partnerships.

PROJECTION MAPPING





CASTLE NIGHTTIME SHOWS AND SPECTACULARS

Mousetrappe is the preferred provider of nighttime spectaculars to the largest of theme parks worldwide. Here's a list of our "castle" shows for Disney, including seasonal shows and adaptations:

- Frozen Forever (Tokyo Disneyland) 2017
<https://www.youtube.com/watch?v=iwSNSzN6gT4>
- Jingle Bell, Jingle Bam (Disney Hollywood Studios) - Seasonal Show 2016
<https://www.youtube.com/watch?v=kmUX8PgLv2Q>
- Mickey's Merriest Christmas Celebration (Magic Kingdom) – Seasonal Show 2016
<https://www.youtube.com/watch?v=QVNANvtx-bw>
- Disneyland Forever Fireworks Spectacular (Disneyland) 2015
<https://www.youtube.com/watch?v=rmkZ-JENQzU>
- Once Upon a Time (Tokyo Disneyland) 2014
<https://www.youtube.com/watch?v=sScmZJ4VknM>
- Disney's Villians' Mix and Mingle (Disneyland / Magic Kingdom) 2013
<https://www.youtube.com/watch?v=Uj2Ec1DnV7A>
- Celebrate the Magic (Magic Kingdom) 2012
<https://www.youtube.com/watch?v=AQBZVDtoz0>
- The Magic, The Memories, and You (Disneyland/Magic Kingdom) 2011
<https://www.youtube.com/watch?v=8JUgeE1skTE>

SERVICES PROVIDED:

- Creative Consultant
- Media Designer
- Media Producer

EFFECTS:

Large Scale Mapped Projection, lighting, lasers, pyrotechnics, aerial fireworks, flame effects, water screens, 8-channel surround sound, and the newest of emerging technology (drones)





HIPPO HAVEN AT ADVENTURE AQUARIUM

CAMDEN, NEW JERSEY

Guests entering Adventure Aquarium's Hippo Haven find themselves in an unexpected world of fun and adventure. This vibrant theatrical environment immerses guests in "A Day in the Life on an African River," framing up a fascinating encounter with the Aquarium's star hippos, Genny and Button.

Herschend Family Entertainment hired Mousetrappe for creative services including concept and development, design-build, and media production for this creative animal habitat. From the initial concept, Mousetrappe was focused on transforming the existing space into an environment with high theatrical impact. Through a unique and innovative addition of elements to existing tree structures, Mousetrappe created new projection surfaces. Mousetrappe also enhanced an original mural, using projection to display a delightful multi-act show featuring animals enjoying the fun and whimsy of the African River.

Theatrical lighting and an original musical score further contribute to a dramatic change in the space while keeping the integrity and functionality of the animals' original habitat. Hippo Haven is an engaging and entertaining experience that grabs the audience's attention and offers a fanciful backdrop for the adorable hippopotami.



TREE OF LIFE AWAKENS

DISNEY'S ANIMAL KINGDOM 2015

Celebrating all living creatures, this iconic centerpiece is the symbol of Disney's Animal Kingdom park. Watch in wonder as the animal spirits within the great tree come alive with a mesmerizing display of color and light – each and every night.

SERVICES PROVIDED:

- Creative Director
- Media Designer
- Media Producer

Visual Effects:

- Mapped Projection, Lighting, 8-channel surround sound

<https://www.youtube.com/watch?v=iCfx0UXu8Hc>



THE WIZARDING WORLD OF HARRY POTTER

GRAND OPENING CEREMONY
UNIVERSAL ISLANDS OF ADVENTURE, ORLANDO, FLORIDA 2010

In mid-June 2010, avid fans and Harry Potter film stars, including actor Daniel Radcliffe, gathered at Universal Studios Islands of Adventure to celebrate the grand opening of the Wizarding World of Harry Potter. The book and movie franchise's passionate followers expected an homage that was nothing short of stunning to honor their favorite fantasy world. Mousetrappe was charged with creating unprecedented architectural mapped video projections for the Thinkwell Group and Universal Orlando to help make this spectacle a celebration to remember.

Mousetrappe's scope of work included projection and playback design for the 5-minute opening ceremony show projected onto Hogwarts Castle in orchestration with Synchro Lights, extensive Pyrotechnics, and a live performance of the Orlando Symphony Orchestra, conducted by John Williams. The show united guests in a dramatic and emotional crescendo of familiar characters and Harry Potter adventures.

<https://www.youtube.com/watch?v=7mgQMWsgWGO>



STAR WARS: A GALACTIC SPECTACULAR

DISNEY HOLLYWOOD STUDIOS 2016

State-of-the-art projection effects, dynamic lighting, lasers and pyrotechnics light up the night like never before! The music, magic and characters of Star Wars combine with special effects and fireworks to put you inside iconic scenes from the Star Wars saga. While a dazzling array of colors burst above you, imagine the awe-inspiring sights of exploding starships during a legendary Star Wars space battle.

SERVICES PROVIDED:

- Creative Consultant
- Media Designer
- Media Producer
- All visual effects under ILM Supervision

EFFECTS:

Large Scale Mapped Projection, lighting, lasers, pyrotechnics, aerial fireworks, flame effects, 8-channel surround sound.

<https://www.youtube.com/watch?v=wdWy-25cd48>



A photograph of the Space Shuttle Atlantis in a museum gallery, overlaid with a red tint. The shuttle is suspended in the air, and the name "Atlantis" is visible on its side. The background shows other museum exhibits, including a large cylindrical structure on the right and various informational panels and displays. The text "CULTURAL INSTALLATIONS" is overlaid in white, bold, sans-serif font in the lower-left quadrant.

CULTURAL INSTALLATIONS

ONE WORLD OBSERVATORY

ONE WORLD TRADE CENTER NEW YORK 2015

One World Observatory is a three-story, state-of-the-art observation deck that commemorates the rebirth of one of New York City's most iconic skyscrapers: One World Trade Center. Soaring 1,776 feet into the New York skyline, One World Observatory stands as a monument to hope and the resilience of the human spirit.

Mousetrappe worked with The Hettema Group and Legends to produce a poignant, 3-part media installation, "Voices" which tells the story of One World Trade Center's construction. The Mousetrappe team interviewed 48 contributors to the construction process, including architects, engineers, and iron workers, asking each participant what it meant to be part of rebuilding the World Trade Center.

"Voices" plays on a 12 minute loop and the main show is presented on 144 high resolution media tiles totaling 32K by 5K resolution (over 20 times the resolution of a single 4K Ultra Definition display). The result is a large scale art installation piece that fills a 20-meter hallway yet has unbelievable detail and clarity when viewed up close such that visitors make emotional connections with the people on screen.



Themed
Entertainment
Association Thea Award



"IT WAS AN UNPARALLELED EXPERIENCE."
TOM JONES, SHUTTLE ASTRONAUT

KENNEDY SPACE CENTER

SPACE SHUTTLE ATLANTIS

CAPE CANAVERAL, FLORIDA 2013

Space Shuttle Atlantis is an attraction at the Kennedy Space Center devoted entirely to NASA's 30-year Space Shuttle Program, featuring an up-close viewing of the Atlantis orbiter. Mousetrappe produced feature films that are a unique part of the visitor experience. Working with Delaware North Companies Parks & Resorts (the operators of the Center's Visitor Complex), as well as with PGAV Destinations and Nassal, Mousetrappe created an undeniably breathtaking architectural projection adventure that blends rich storytelling and cutting-edge technology and has been described as a ride through space.

The attraction's pre-show and main show use a combination of live-action reenactments, original historical footage, and beautiful new computer-generated (CG) animation. The main show plays in an immersive dome-like architectural environment that surrounds the audience, transporting guests right into the center of the action. Utilizing 20 high resolution projectors, the experience is presented in 8K resolution, with custom dome projection techniques that resolve the unique presentation format perfectly from all guest viewing angles.

Mousetrappe accurately and seamlessly re-created historical events that were not captured on film, transporting the audience on an engaging journey that immerses and surprises every audience.

<https://vimeo.com/124567200>



BEYOND ALL BOUNDARIES

THE NATIONAL WORLD WAR II MUSEUM, NEW ORLEANS 2009

Beyond All Boundaries is a unique and powerful 4-D cinematic experience at the National WWII Museum that immerses viewers in the 20th century's most monumental struggle. Its seamless integration of artwork, footage, photography, and special effects makes Beyond All Boundaries an unforgettable, state-of-the-art experience.

Mousetrappe designed and produced all show media, including the walk-in, pre-show, and main show – a groundbreaking multiplane projection in the custom-built Solomon Victory Theater. The film, which opened November 2009 is presented on a 130' x 30' wrap-around scrim screen with additional projection on two other layers in front of and behind the main screen. It uses 9 synchronized and blended 2K projectors in a 40-minute experience. Projection is mapped to specific set pieces and scenic elements to provide a seamless integration of media and physical assets and several scenes put the audience in the middle of the action, making them feel as though they are flying around the earth or along with long-range bombers in the air.

Mousetrappe worked with the project's Producer, The Hettema Group (Phil Hettema), and Executive Producer Tom Hanks, along with historians, writers, researchers, and many luminaries of the entertainment industry to craft this award-winning experience.

<https://vimeo.com/124562517>



American Association of
Museum's Gold MUSE Award
"An Outstanding
and Amazing Project"



Themed
Entertainment
Association Thea
Award



Hollywood's
Visual Effects Society
Award Nomination





WORLD EXPO

USA PAVILION

YEOSU, SOUTH KOREA 2012

The USA Pavilion shares the commitment and passion Americans have toward the stewardship of environmental resources. Both of Mousetrappe's Principals worked on the Pavilion through The Hettema Group, Producer of the project. Mousetrappe, headed by Daren Ulmer, was brought in to design and produce the media the feature films for the experience under the direction of Earth Eco's Phillippe Cousteau Jr. and the U.S. Department of State.

The Pavilion's story to our global friends and partners centers on the ocean and Americans' relationship to it. Employing a world-class cinematographer and producer to travel the American coasts, Mousetrappe crafted a narrative using footage of diverse coastal dwellers sharing their personal connection to the ocean. During installation, Mousetrappe conducted on-site media integration.

The exhibition space further brings to life the diverse nature of America's ocean environments and coastal communities. The U.S. Department of State partnered with explorer, environmentalist, and social entrepreneur Phillippe Cousteau Jr. to design and operate the Pavilion.



Mousetrappe Core Team



THE MOUSETRAPPE TEAM: COMPOSITION AND ORGANIZATION

Mousetrappe operates using a studio model, utilizing a core team of experts in creative content, media design, attractions & experiences, technology, and production. This core team's role is to lead, manage, and integrate the creative and technical aspects of a production, while drawing on diligently selected freelance artists, subcontractors, and partners that bring unique style and expertise to each of our projects.

We are collaborative by nature. We are looking forward to working with you. We want to hear your ideas and goals and dreams. Like you, we only want what is best for the project. We never put personal agendas or egos ahead of the needs of the project and the audience. We also invite you to contact any of our other clients to verify our open and responsive work ethic.

Communication is so important. We've learned over the years that the better we communicate, the better the whole process becomes for everyone. We believe that will be reflected in the quality of the finished product. Our Producers make sure that communication flows smoothly and regularly throughout the duration of the project. Our timelines will include scheduled check-ins where we will meet in person, speak on the phone, or use Skype to keep everyone comfortably in the loop. We will also use secure online tools to send you documents and elements for review so you are always up to date. We know that the production process involves lots of details. The more effectively we communicate the more enjoyable and successful this project will be.

We pride ourselves in the fact that we always exceed expectations without exceeding the budget. Frankly, no one can deliver more for the budget than our team. Our track record proves this. We are confident our team offers experience, expertise, creativity, and quality.

COLLABORATION

COMMUNICATION

**BUDGET
MANAGEMENT**





DAREN ULMER

PRINCIPAL | CREATIVE DIRECTOR

Daren Ulmer, Premier Creative Director, Attraction Designer, Industry Leader, and Media Artist is pushing Mousetrappe's design and production to provide high-level creative development and direction of intricate media designs and attractions. Daren manages to handle both the creative and technical disciplines for all complex media-based projects. He and Mousetrappe are known for expert innovations worldwide — continually improving the way media is implemented to advance story, enhance space, and create audience connection.

For over 25 years, Ulmer has been a key contributor to the experiential attractions and entertainment industry with a solid reputation for problem solving ahead of the curve and empowering project directors to use media in ways they may not have known were possible. Recent highlights in Daren's career are the completions of Space Shuttle Atlantis at Kennedy Space Center and Beyond All Boundaries at the National WWII Museum in New Orleans. He was the driving force behind the look, visual effects, media design, post-production and installation for these multi-sensory cinematic experiences.

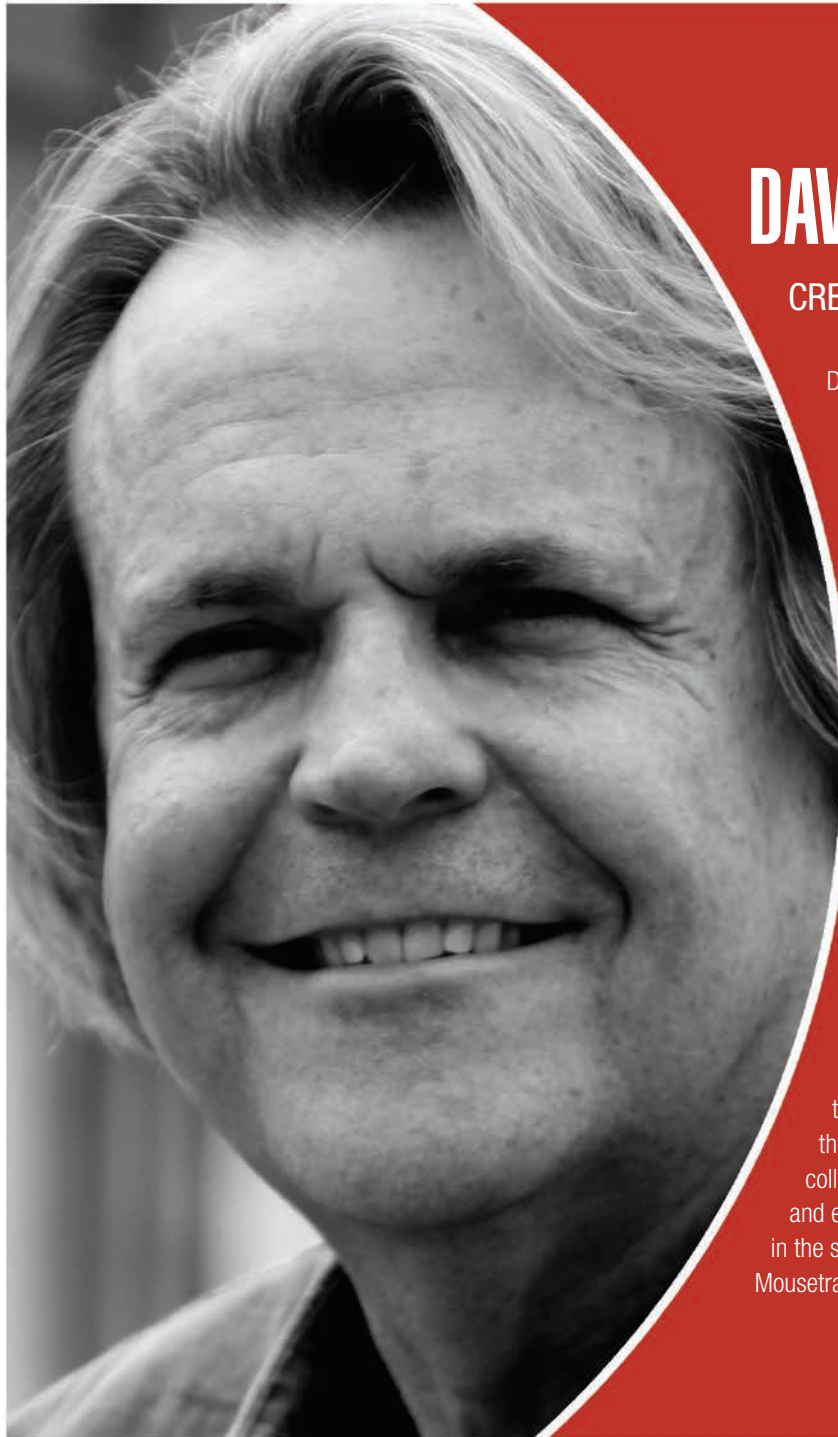
Daren spent his 10-year career at The Walt Disney Company in various capacities such as creative development, management, and production for theme parks and special events worldwide where he played a vital role in the development and workflow for shows, rides, and parades including It's a Small World – Holiday (Disneyland), Mulan Parade (Disneyland and Disney Hollywood Studios) and Fantasmic! (Disney Hollywood Studios). Since leaving Disney, Daren has completed projects for Disney, Universal Studios, Sea World Parks, Harrah's Entertainment, and more.



EPSON

TOSHIBA





DAVID BRIGGS

CREATIVE DIRECTOR | CREATIVE PRODUCER

David Briggs has an industry-wide reputation for his work in multi-media immersive displays, large-scale experiential entertainment, and emotional storytelling.

David's early passion for writing and photography led him to pursue a career in film production. Under his own banner, Wild Eye Productions, he envisioned and executed the construction of multi-image extravaganzas for major corporate showcases where he received acclaim for his award-winning commercial campaigns. During this time, he often collaborated with Daren Ulmer who instantly recognized David's immense artistic and leadership skills.

His directorial achievements include media content for the acclaimed Kennedy Space Center Visitor Complex Space Shuttle Atlantis at the breathtaking new \$100 million home of the historic spacecraft. David also used his directorial acumen for The National WWII Museum's, *Beyond All Boundaries*. This unique and powerful 4-D cinematic experience utilizes a 120-foot wide screen that immerses the viewer with the 20th-century's most monumental struggle.

While he spends substantial time keeping up-to-date on the latest technologies, David sees these devices as secondary to story and the impact that connection has on an audience. He is a highly collaborative creative leader and inspires his teammates to nurture and employ their resources, talents, and imaginations — resulting in the stunning, imaginative, and poignant projects in the Mousetrappé portfolio.



WALT DISNEY
Imagineering



SONY



EPSON



Smithsonian
Institution



Los Angeles Times





STORMIE DORRELL

PRODUCER

Stormie seeks out stories that will impact audiences in lasting and meaningful ways. She's driven by the possibility of effecting positive social change and giving a voice to the voiceless. As a highly strategic and imaginative thinker, Stormie offers a rare combination of blue sky creative and exacting project oversight and is skilled at bringing talented teams of people together to create unforgettable media experiences.

With Mousetrappe, Stormie produces media content for our high-profile IP theme park nighttime spectaculars supported by projection mapping, fireworks, lasers, and surround sound. She helps develop and oversee the studio's animation and production pipeline, seeing projects through from early concept to opening day. Her passion is working on the numerous cultural projects that Mousetrappe produces, including the THEA award winning 3-part documentary installation for One World Observatory in the new World Trade Center building in New York City, telling the spirited story of the men and women who re-built the tower after the attacks on 9/11. She also worked on the Space Shuttle Atlantis Main Show Attraction for the Kennedy Space Center, which was awarded the Visual Effects Society Award in 2013 for Outstanding Visual Effects in a Special Venue Project as well as a MUSE award for Outstanding Achievement in Museum Media & Technology.

Originally from Kansas City, Stormie began her career in entertainment working for an NBC affiliate in Columbia, MO after graduating from the University of Missouri as a communications major. She then came to Los Angeles, crewed on various film and commercial production shoots and found her home at Mousetrappe.



warner | music | group



ERIC HUNGERSFORD

MEDIA PRODUCER

As a freelance media producer for most of his career, Eric has had the privilege to work with the highest of profile clients and projects, beginning as an independent producer for film companies and studios, then transitioning into themed entertainment while consulting for Warner Bros. London and Universal Creative. Taking on the role of Media Producer, Executive Producer, and Director of Media, Eric worked with Thinkwell Group on Dubai Expo 2020 competition film, Ferrari World - Abu Dhabi, and Warner Bros. Studio Tour London – The Making of Harry Potter which was awarded a THEA Award for Outstanding Achievement. With the Hettema Group he produced several media projects including the Union Station Los Angeles 360 media installation, High Roller Observation Wheel at Caesar's Palace Las Vegas, and together with Mousetrappe, One World Observatory at One World Trade Center NYC landing the project another THEA Award for Outstanding Achievement.

With a B.S. in Cinema and Photography from Ithaca College, Eric's love of the motion picture image from the big screen to multiple screens and surfaces allows Eric the ability to tell a story in a unique and immersive way.

Eric has joined Mousetrappe permanently as Media Producer, working with the creative team on broader scale projects contributing not only media production expertise but input on the entire creative development process through design/build all the way through installation and opening day.

EXPO 2020
DUBAI, UAE





MICHAEL SCHWALM

SENIOR CONCEPT DESIGNER

Mike Schwalm is passionate about the collaborative creative process and themed entertainment. He joined the Mousetrappe team after five years of working as a creative designer for Disney Imagineering. Since then for Mousetrappe he has worked his magic on concepts, storyboards, and art direction for various Disney castle spectaculars including Happily Ever After, as well as contributing to the concept design phase for the signature media based rides in Ferrari Land at Port Aventura, including art direction of the Enzo Ferrari pre-show.

During his time at Disney Imagineering, Mike was heavily involved in the concept work for the conversion of Downtown Disney in Orlando, Florida into the new Disney Springs. He worked closely with Lucasfilm on creating an Indiana Jones themed bar. Mike also spent three years working with filmmaker James Cameron and the Lightstorm team to bring the Immersive world of Avatar to life in Disney's Animal Kingdom. Rounding out his concept work for Disney, Mike was also involved in the concept stages for integrating the interactive Marvel super heroes to the Disney Parks.

Mike has also had the opportunity to do freelance concept designer and illustrator work with Victory Hill Exhibitions, designing interactive exhibits for both the Avengers and Transformer properties in Las Vegas. During graduate school Mike illustrated children's books for Jackson Fish Company.





CEDAR CONNER

VISUAL EFFECTS SUPERVISOR

Cedar Connor oversees the critical areas of project workflow and artist management. His industry peers recognize him as the 'real deal', someone who is beyond 'leading edge' with an ability to implement complicated processes and utilize technology in a completely unique and innovative way.

Originally from the Pacific Northwest, Cedar worked in motion graphics and editing with Flying Spot Post, one of Seattle's leading creative post facilities, on a commercials campaigns for Microsoft, Nintendo, Boeing, Macys, Eddie Bauer, Seahawks, Mariners, Sonics, Discovery Channel, and National Geographic. His visual effect career then led him to New York where he further developed his skills on television series and commercial assignments, until moving to Los Angeles for an opportunity at Sony Imageworks.

Before joining Mousetrappé, Cedar accumulated credits on high-profile theatrical features, television series, network promotional campaigns, and award-winning commercials. As a visual effects artist, he has contributed to such motion pictures as Men in Black, Spider-man, and Conan the Barbarian.

Cedar feels he has found his creative home, and has contributed his broad range of talents to the Mousetrappé's industry-recognized projects. Brilliant in his ability to undertake the most complex mapping assignments, Cedar literally sees all the angles, using his comprehensive understanding of mathematics to deliver the highest caliber imagery.

Whether working with pre-existing spaces or designing for original venues, Cedar and his project teammates conceptualize each assignment in ways that maximize the visual potential of a physical structure, affecting and immersing the audience.





RYAN KRAVETZ

ART DIRECTOR

Ryan began his career as a set designer and art director in theater, television, and live events. While living in New York, his work as an art director appeared on MTV, Comedy Central, HBO, NBC and PBS. On Stage, Ryan assisted for several Broadway designers on projects like "Grease", "A Raisin in The Sun", and "Hair", as well as designing sets for numerous Off Broadway and downtown theaters. Other design work includes the stages for product launches and displays for companies like GM and Target, events such as The Tribeca Film Festival, and concerts with artist such as Elton John. Ryan received his BFA in Theater Design from Carnegie Mellon University and a Master's in Animation and Digital Arts from University of Southern California.

As a Director and filmmaker, Ryan was a recipient of the Alfred P. Sloan Grant to produce his animated thesis film "The Collector's Gift". The film has had a successful festival run and was a regional finalist for the Student Academy Awards. After a stint at DreamWorks Animation in the layout department for "How to Train Your Dragon 2," Ryan worked with Yu+Co as a designer, art director and animator of opening titles including Disney's "Oz The Great and Powerful" and HBO's "The Leftovers," as well as leading experiential and projection mapping projects, a lead-in to working at Mousetrappe.

Although the styles and mediums vary, throughout his work from stage to screen and for all audiences, Ryan creates vivid worlds full of rich characters and strives to find the heart in every story, for all Mousetrappe's media-based shows, exhibits, and experiences.



SCOPE OF WORK

1. **Media Content: Three (3) five-minute shows and interstitial looping media with creative**
2. **Direction by EDC**
3. **Sound Design including music composed and delivered by Music Composer**
4. **Media System Design**
 - a. **Video playback control system**
 - b. **LED panels**
 - c) **Media plot including projectors for clouds and LED system for Box Bogie**
5. **Deliverables Package to Include:**
 - a. **Media storyboards, pre-vis**
 - b. **Sound effects samples**
 - c. **Ground plans, sections, and design development level mechanical/electrical Designs**
 - d. **Facility impact (Expected power load, HVAC loading, facility structural loading, equipment footprint)**
6. **Recommended equipment specifications and performance requirements**
7. **Drawings for facility equipment integration**
8. **Facility requirements**
 - a. **Include site supervisor and onsite labor requirements**
 - b. **Builder's works documentation**
 - c. **ROM costs**
 - d. **ROM production schedule**

BUDGET

Mousetrappe, Inc.

Entertainment Design

Box of Wonders - BOW

Media Scope Budget v4 17-03-17

DESIGN FEES AND ROM FOR PRODUCTION

Includes Facility Impact for Media Hardware Only. Excludes Hardware Purchase/Integration Costs for ROM

	<u>Allocations</u>	<u>Units</u>	<u>Allocation</u>	<u>Cost</u>	<u>Basis</u>	<u>Total</u>
DESIGN FEES: Concept Refinement/Schematic Design - 8 Weeks						
Creative Director/Exec Producer		8	40%	\$6,250	weeks	\$20,000
Media Director		8	40%	\$5,000	weeks	\$16,000
Producer		8	50%	\$3,000	weeks	\$12,000
Coordinator		8	66%	\$2,000	weeks	\$10,560
Storyboarding/Layout Artist	2 @ 6 weeks	12	100%	\$2,800	weeks	\$33,600
Artwork/Concepts		10	100%	\$650	days	\$6,500
Animatic/Timing		1	100%	\$9,000	total	\$9,000
Sound Designer		1	100%	\$7,500	total	\$7,500
AV Systems Design - Concept Refinement		1	100%	\$22,000	total	\$22,000
AV Systems Design - Schematic Design		1	100%	\$30,000	total	\$30,000
Subtotal						\$167,160
DESIGN FEES: Detailed Design - 10 Weeks						
Creative Director/Exec Producer		10	40%	\$6,250	weeks	\$25,000
Media Director		10	40%	\$5,000	weeks	\$20,000
Producer		10	40%	\$3,000	weeks	\$12,000
Coordinator		10	50%	\$2,000	weeks	\$10,000
Storyboarding/Layout Artist	2 @ 6 weeks	12	100%	\$3,000	weeks	\$36,000
Artwork/Concepts		10	100%	\$650	days	\$6,500
Animatic/Timing		1	100%	\$9,000	total	\$9,000
Sound Designer		1	100%	\$7,500	total	\$7,500
AV Systems Design		1	100%	\$30,000	total	\$30,000
Subtotal						\$156,000
Admin/OH						
Administration/Insurance/Payroll/OH		1	100%	6.0%	percent	\$19,390
Materials and Supplies		1	100%	\$1,000	allow	\$1,000
Shipping		1	100%	\$750	allow	\$750
Additional Insurance (If required by client)		0	100%	\$-	allow	\$-
Subtotal						\$21,140
DESIGN Total						\$323,160



ROM: Testing/Pre-Vis

Creative Director/Exec Producer	4	40%	\$6,250	weeks	\$10,000	
Media Director	4	40%	\$5,000	weeks	\$8,000	
Producer	4	40%	\$3,000	weeks	\$4,800	
Coordinator	4	60%	\$2,000	weeks	\$4,800	
Architectural (Mapping) Modeling	1	100%	\$7,000	total	\$7,000	
VFX/Mapping Supervisor	10	100%	\$850	days	\$8,500	
Pre-Visualization (CG)	3 @ 6 weeks	1	100%	\$25,000	total	\$25,000
Oculus/VR Setup	client hardware not included	1	100%	\$15,000	total	\$15,000
Subtotal					\$83,100	

ROM: Show Production

Creative Director/Exec Producer	16	40%	\$6,250	weeks	\$40,000
Media Director	16	50%	\$5,000	weeks	\$40,000
Producer	16	66%	\$3,000	weeks	\$31,680
Production Coordinator	16	66%	\$1,700	weeks	\$17,952
VFX Supervisor	16	50%	\$4,250	weeks	\$34,000
Technical Director	16	40%	\$2,000	weeks	\$12,800
Subtotal					\$176,432

ROM: Base Content

CG Gen/Compositing	2 @ 10 weeks	20	100%	\$4,000	weeks	\$80,000
General 2D Art (Mattes, Production Art)	2 @ 4 weeks	8	100%	\$3,000	weeks	\$24,000
Texture	1 @ 4 weeks	4	100%	\$3,000	weeks	\$12,000
Animation	2 @ 3 weeks	3	100%	\$2,500	weeks	\$7,500
Particles/Simulations	1 @ 6 weeks	6	100%	\$4,000	weeks	\$24,000
Modeling	1 @ 3 weeks	3	100%	\$3,000	weeks	\$9,000
Editorial	1 @ 4 weeks	4	100%	\$3,500.00	weeks	\$14,000
VFX Coordinator	1 @ 15 weeks	15	60%	\$2,000	weeks	\$18,000
Elements, Software, Plugins		1	100%	\$20,000	total	\$20,000
Research, Mock-Ups/Demos, Development		1	100%	\$10,000	total	\$10,000
Finishing/Render/Technical		1	100%	\$50,000	total	\$50,000
Subtotal						\$268,500

ROM: Onsite Testing: TBD

Media Designer	2 trips @ 5 days	10	100%	\$1,500	days	\$15,000
Media Director	2 trips @ 5 days	10	100%	\$1,250	days	\$12,500
Concept Designer	2 trips @ 5 days	10	100%	\$1,000	days	\$10,000
VFX Supervisor	2 trips @ 5 days	10	100%	\$950	days	\$9,500
Producer	2 trips @ 5 days	10	100%	\$600	days	\$6,000
Air	CLIENT TO PROVIDE		100%		n/a	\$-
Ground/Parking	CLIENT TO PROVIDE		100%		n/a	\$-
Hotel	CLIENT TO PROVIDE		100%		n/a	\$-
Per Diem	CLIENT TO PROVIDE		100%		n/a	\$-
Subtotal						\$53,000



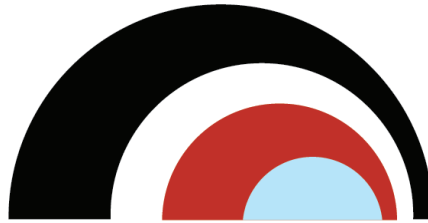
ROM: Installation

Media Designer		10	100%	\$1,500	days	\$15,000
Media Director		10	100%	\$1,250	days	\$12,500
Producer		10	100%	\$600	days	\$6,000
VFX Supervisor		10	100%	\$950	days	\$9,500
Additional Artist		10	100%	\$950	days	\$9,500
Additional Artist		10	100%	\$950	days	\$9,500
Technical Manager		10	100%	\$600	days	\$6,000
Mousetrappe Equipment (Rental)	onsite equipment	1	100%	\$20,000	allow	\$20,000
Air	CLIENT TO PROVIDE		100%		n/a	\$-
Ground/Parking	CLIENT TO PROVIDE		100%		n/a	\$-
Hotel	CLIENT TO PROVIDE		100%		n/a	\$-
Per Diem	CLIENT TO PROVIDE		100%		n/a	\$-
Subtotal						\$88,000

Admin/OH

Administration/Insurance/Payroll/OH		1	100%	6.0%	percent	\$40,142
Materials and Supplies		1	100%	\$8,000	allow	\$8,000
Shipping		1	100%	\$10,000	allow	\$10,000
Additional Insurance (if required by client)		0	100%	\$-	allow	\$-
Subtotal						\$58,142

ROM Total**\$727,174**



Our team at Mousetrappe is available and eager to collaborate with the team at Entertainment Design Corporation - Union Sun Plaza Box of Wonders.

Thank you for your time and consideration, we would be honored to continue on in this process together.

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