FACT SHEET



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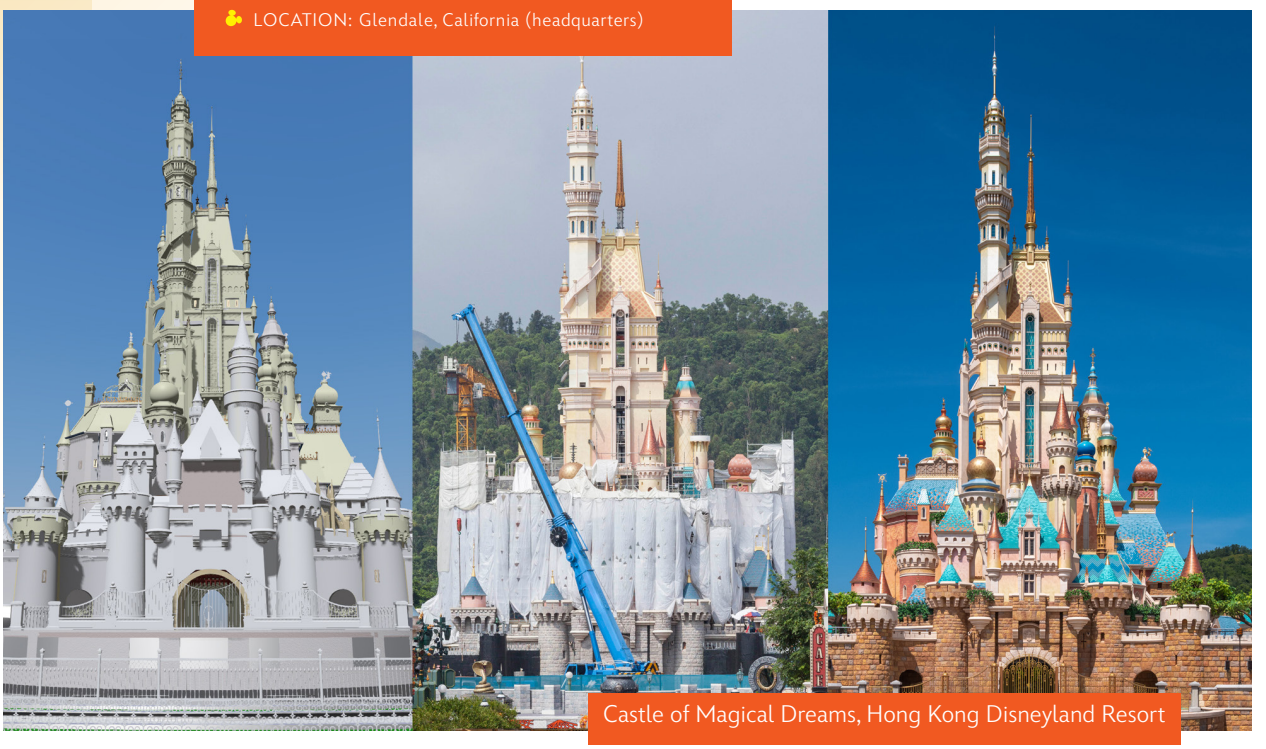
Walt Disney Imagineering is the creative force that imagines, designs and brings to life all Disney theme parks, resorts, attractions and cruise ships worldwide.

Founded in 1952 as WED Enterprises to design and build Disneyland, Walt Disney Imagineering is where imagination and creativity combine with cutting-edge technology to create unforgettable experiences. These experiences are brought to life by a diverse array of talented Imagineers from around the globe who work collaboratively to enhance and expand on Disney's legacy of immersive storytelling.

Walt Disney Imagineering includes Disney Live Entertainment, a world-class team of dedicated live entertainment professionals that creates, produces and delivers live entertainment across Disney parks, resorts, events and cruise ships. In addition, Disney Live Entertainment is home to The Muppets Studio, which brings the Muppets to life across the company including parks, streaming, television, consumer products, social media and other projects.

WALT DISNEY IMAGINEERING

- FOUNDED: December 16, 1952
- LOCATION: Glendale, California (headquarters)



Castle of Magical Dreams, Hong Kong Disneyland Resort

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CURRENT PROJECTS



Disneyland Resort – An ambitious reimagining of Mickey's Toontown in Disneyland park will debut in spring 2023. Imagineers are working to transform Mickey's Toontown into a vibrant symphony of sights, sounds and sensations with some all-new experiences, more play and interactivity for guests, with a focus on families and young children. The new attraction, Mickey & Minnie's Runaway Railway, will open early, on Jan. 27, 2023, as the Disneyland Resort kicks off the Disney100 anniversary celebration.

Other Imagineering projects on the horizon include a new tower at the Disneyland Hotel and a multi-year project to reimagine Downtown Disney District. Additionally, Disney's Paradise Pier Hotel is undergoing a transformation into the Pixar Place Hotel The reimagining of the hotel will weave the artistry of Pixar into its comfortable, contemporary setting. Guests will gain a new perspective on some of their favorite Pixar worlds and characters through carefully curated artwork, and décor that reveals the creative journey of the artists who helped bring these stories to life.



Walt Disney World Resort – Imagineering recently celebrated the opening of a first-of-its-kind, immersive multi-day vacation experience called *Star Wars: Galactic Starcruiser*, and are making progress on a roller-coaster style attraction, TRON Lightcycle / Run, coming to Tomorrowland at Magic Kingdom Park in spring 2023.

The family-friendly attraction, Remy's Ratatouille Adventure, and the Space 220 Restaurant also recently debuted at EPCOT, which is undergoing a multi-year transformation. Imagineers have unified the park with four thematic neighborhoods, each speaking to important aspects of the world and its people:

- World Showcase pavilion will continue to celebrate the culture, cuisine, architecture and traditions from around the world, while bringing new stories to life.
- World Celebration will feature an enhanced park entrance, beautiful natural environments and new retail and dining locations, along with a newly reimagined festival area that will be home to ever-changing events in a unique new environment.
- World Nature will be dedicated to understanding the balance of our natural world, and will feature a lush exploration trail, Journey of Water, Inspired by *Moana*.
- World Discovery will bring to life stories about science, technology and intergalactic adventures with experiences like Guardians of the Galaxy: Cosmic Rewind.



Tokyo Disney Resort – Imagineers are currently building Fantasy Springs, a major new port for Tokyo DisneySea with areas themed to *Frozen*, *Peter Pan* and *Tangled*, along with a luxury hotel that overlooks the park. Additionally, the Tokyo Disney Resort Toy Story Hotel recently opened to guests.



Disneyland Paris – Imagineering recently celebrated the opening of Marvel Avengers Campus, introducing two new action-packed attractions, Avengers Assemble: Flight Force and Spider-Man W.E.B. Adventure, plus dining experiences and heroic encounters to the resort. The latest hotel development is Disney's Hotel New York – The Art of Marvel, which opened in June 2021, celebrating 80 years of Marvel storytelling in a typical New York setting, with a contemporary Art Deco style. In the future, guests will also enjoy Imagineering's royal transformation of the iconic Disneyland Hotel as well as the expansion of Walt Disney Studios Park, including a stunning lake, a promenade of unique gardens and a new area themed to *Frozen*.

Hong Kong Disneyland Resort – Having completed a reimagining of the Castle of Magical Dreams, inspired by the stories of some of Disney's most iconic princesses, queens and heroines, as well as a Marvel-themed area featuring two popular Super Hero attractions: Iron Man Experience and Ant-Man and The Wasp: Nano Battle!, Imagineers are hard at work on the World of Frozen, based on the characters and stories from the award-winning Walt Disney Animation Studios *Frozen* films, including two new attractions. This first-of-its-kind land is scheduled to open in the latter half of 2023.

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Shanghai Disney Resort – An all-new nighttime spectacular called "Illuminate! A Nighttime Celebration" was created by Disney Live Entertainment and is projected onto Enchanted Storybook Castle with additional immersive show elements and lighting throughout the Gardens of Imagination. Imagineers are also creating the first-ever land themed to *Zootopia*, which will be the park's eighth themed land. Guests will be immersed in the mammalian metropolis from the popular film, "where anyone can be anything."

Disney Cruise Line – Imagineering is nearly doubling the Disney Cruise Line fleet with the addition of three ships, with the first and recently debuted, named Disney Wish and second, named Disney Treasure. Imagineers are collaborating to deliver a design and experiences that only Disney can. Each new vessel, planned to include about 1,250 guest staterooms, will be approximately 135,000 gross tons and will be powered by clean-burning liquefied natural gas. Also, Imagineers are working with local artists and designers to develop a new Disney port of call that celebrates the culture of The Bahamas on the breathtaking island of Eleuthera at Lighthouse Point.



COMMUNITY INVOLVEMENT

Imagineers share a strong belief in the power of optimism and hope, and they often leverage their unique skills and a broad array of expertise to inspire future generations and help create even more moments of joy around the world. From mentoring students involved in FIRST Robotics to designing reassuring interactive experiences at children's hospitals, Imagineers approach opportunities to give back as passionately as any other project they undertake.



Thirty years ago, Walt Disney Imagineering launched a unique recruiting initiative called Imaginations to seek out and nurture the next generation of diverse Imagineers. This design competition tasks teams of college students to develop solutions to design challenges, with finalists often going on to internships and even careers at Imagineering.

THE ENVIRONMENT

Imagineering incorporates environmentally friendly elements into the design and construction of its projects, with stringent goals that determine how much recycled or reused building material should be incorporated. Energy-efficient LED lighting is used in many attractions, hotels and entertainment productions, and sustainable energy such as solar power is incorporated into the design of many facilities. The water featured in many attractions is often stored, treated and reused during refurbishments.



Another example of how Imagineering contributes to these efforts is by partnering with local Disney park teams to create solutions. In 2019, a new 270-acre, 50-megawatt solar facility began providing renewable clean energy to Walt Disney World Resort. This facility is expected to generate enough power from the sun to operate two theme parks annually. This follows the 22-acre, 5-megawatt solar facility shaped like Mickey Mouse that opened in 2016.



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AWARDS

Walt Disney Imagineering has received numerous industry honors, including more than 40 Thea Awards from the Themed Entertainment Association for projects such as Shanghai Disneyland, *Star Wars: Galaxy's Edge* at Disneyland Park and Disney's Hollywood Studios, Pandora – The World of Avatar at Disney's Animal Kingdom, and Mickey & Minnie's Runaway Railway at Disney's Hollywood Studios. The *Stuntronics*℠ aerial robotics technology behind the flying Spider-Man at Avengers Campus at Disney California Adventure Park recently received a Thea Award for Outstanding Achievement – Technical Innovation in April.

Imagineering has also been honored with awards by the Visual Effects Society for Star Wars*:* Rise of the Resistance, Avatar Flight of Passage at Disney's Animal Kingdom, Pirates of the Caribbean: Battle for the Sunken Treasure at Shanghai Disneyland and Ratatouille: The Adventure at Disneyland Paris. Imagineers have also been honored through Disney's Inventors Awards, a program of The Walt Disney Company that recognizes individuals who create breakthroughs in entertainment and technology.

The castles developed for Shanghai Disney Resort and Hong Kong Disneyland Resort were recognized by the American Institute of Architects and the Hong Kong Institute of Building Information Modeling, respectively, for successful implementation of Building Information Modeling (BIM). While traditional building design uses 2D drawings and elevations of a planned building, BIM adds three dimensions (height, width and depth) and is a virtual representation of the actual building to be built.

FACTS & FIRSTS

- Imagineers across Walt Disney Imagineering and Walt Disney Imagineering Research & Development hold more than 500 U.S. patents.
- Among the many technological firsts, Imagineers created the first daily operating monorail system in the Western Hemisphere (Disneyland Park), the first tubular steel roller coaster (Matterhorn Bobsleds) the first computer-controlled thrill ride (Space Mountain), a trackless ride vehicle (Pooh's Hunny Hunt) and "Scenic Sandbox" projection technology to add detail and movement to static sets (Indiana Jones Adventure and Mickey & Minnie's Runaway Railway).
- Since introducing the first *Audio-Animatronics*® figures in 1963 at Walt Disney's Enchanted Tiki Room, Imagineers have continued to advance this technology by allowing characters to roam freely and interact with guests — such as Lucky the Dinosaur and Muppet Mobile Lab — as well as exhibit more lifelike qualities, as demonstrated by its new "A1000" figures used in Millennium Falcon: Smugglers Run and Star Wars: Rise of the Resistance, and the advanced expressive robotic figure, Na'vi Shaman of Songs, found in Na'vi River Journey.
- Imagineers designed and created *Star Wars: Galaxy's Edge*, the largest and most technologically advanced single-themed land expansion ever in a Disney park. In addition to cutting-edge ride systems and advanced *Audio-Animatronics*® figures, this award-winning land is the first within a Disney park designed to integrate with the Play Disney Parks mobile app. When guests choose to use the app during their visit, it provides new opportunities to engage with the land, such as translating a galactic language or learning what's hidden inside of crates. Guests can use the app to interact with droids, ships, media screens, door panels and more. Throughout the day, guests may participate in a multiplayer game throughout the land, "Outpost Control."
- Imagineering is home to Disney Research Los Angeles, which looks for ways to use technology at Disney's parks and resorts and across the company. One of its most recent successes is the development of the *Stuntronics*℠ figure, an advanced-robotics acrobat that was named one of the 100 greatest innovations in 2018 by *Popular Science*.
- For Shanghai Disneyland, Imagineers developed state-of-the-art ride systems including a highly advanced propulsion system for Pirates of the Caribbean: Battle for the Sunken Treasure that provides unprecedented control over the position and rotation of boats carrying guests. That pinpoint accuracy of the boats' movements results in a dynamic attraction that delivers a highly synchronized experience for each boat. Using cutting-edge magnetic propulsion technoogy, TRON Lightcycle Power Run is the fastest Disney coaster worldwide and high resolution projection is synchronized to each TRON Lightcycle.
- Imagineers have incorporated innovative techniques for construction and project management including building a Digital Immersive Showroom (DISH) to previsualize attractions and themed areas prior to implementation, as well as using Building Information Modeling (BIM) to create intelligent 3D models for planning, design and construction.
- Imagineering maintains more than 160,000 pieces of original art in its archives — including the original 1953 concept sketch of Disneyland that started it all — as well as more than 3 million photographs and hundreds of scale models.

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