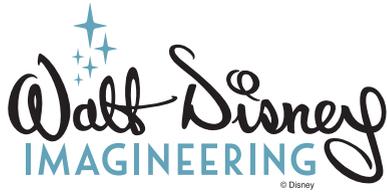


DISNEY EXPERIENCES

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, cruise ships and more.

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.

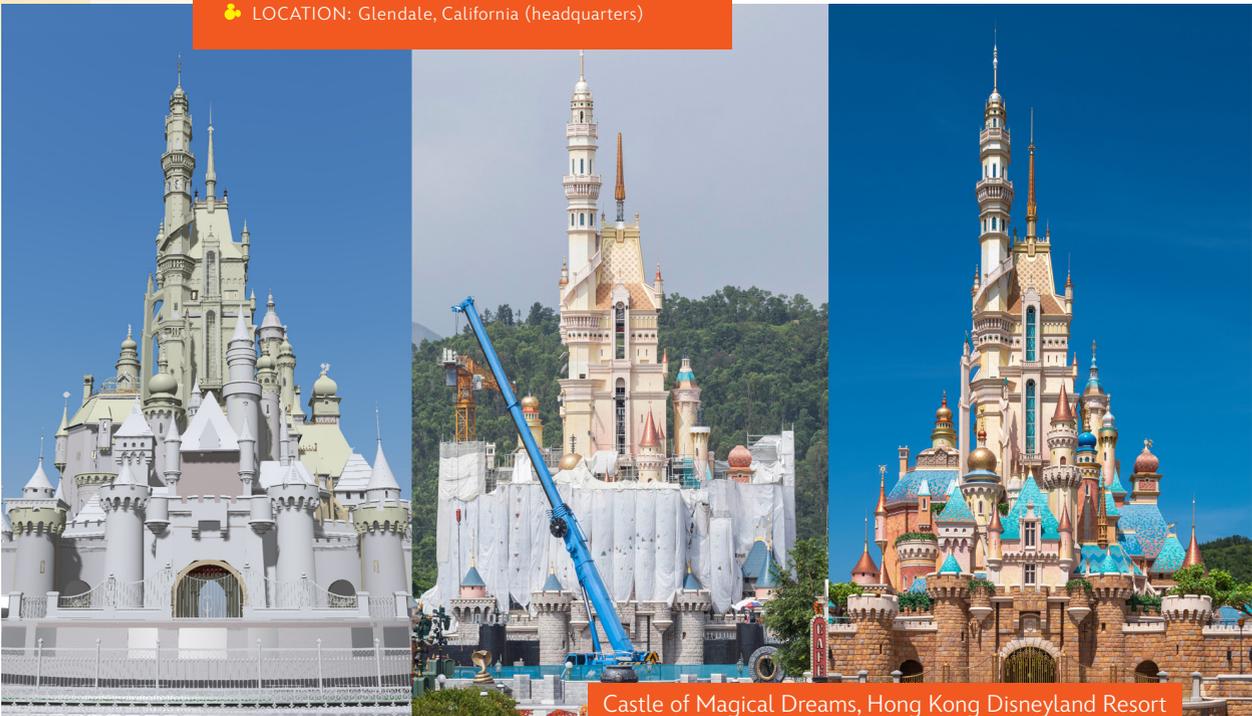
Walt Disney Imagineering includes Disney Live Entertainment, a world-class team of dedicated live entertainment professionals that creates, produces and delivers live entertainment across Disney parks, resorts, events and cruise ships. In addition, Disney Live Entertainment is home to The Muppets Studio,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

To learn more about the creative minds behind the magic, check out We Call It Imagineering on YouTube.

WALT DISNEY IMAGINEERING

📍 **FOUNDED:** December 16, 1952

📍 **LOCATION:** Glendale, California (headquarters)



Castle of Magical Dreams, Hong Kong Disneyland Resort

CURRENT PROJECTS



Tiana's Bayou Adventure – Imagineers are in progress on designing and constructing a new, immersive attraction inspired by Walt Disney Animation Studios' *The Princess and the Frog*. Opening in 2024 at Disneyland Resort and this summer at Walt Disney World Resort, this new attraction invites guests to join Princess Tiana and jazz-loving alligator Louis on a musical adventure as they prepare for a one-of-a-kind celebration during Mardi Gras season. Imagineers have received inspiration from all over New Orleans, the city that inspired Tiana's story, and its history, including music, cuisine, fashion and more.

Disneyland Resort – Imagineers recently debuted new experiences including San Fransokyo Square, Adventureland Treehouse, Tiana's Palace, the reimagined Mickey's Toontown, The Villas at Disneyland Hotel and Pixar Place Hotel. Disney Live Entertainment has also debuted new nighttime spectaculars including "World of Color - ONE" and special and seasonal live entertainment, making all the resort a stage.



Imagineers are well underway with additional projects, including a multi-year project reimagining the Downtown Disney District. And, in 2024, the stately grounds of the Haunted Mansion will expand with additions that will build on the story and lore of the attraction and include an outdoor queue to immerse guests in enhanced theming, as well as a new retail shop adjacent to the attraction's exit.

Walt Disney World Resort – As part of a multi-year transformation of EPCOT, Imagineers recently opened WORLD CELEBRATION, featuring the newest statue of Walt Disney, Walt the Dreamer, and the World Celebration Gardens, where guests can gather, connect and celebrate in luscious greenery and relaxing spaces. On June 10, 2024, CommuniCore Hall and Plaza will debut to guests. When it opens, an all-new, limited-time show, "¡Celebración Encanto!" will be presented on the CommuniCore Plaza stage. Inside, CommuniCore Hall will be home to the iconic EPCOT festivals and other celebrations throughout the year. Guests will also be able to meet Mickey & Friends in a new character greeting location.



This summer at Magic Kingdom Park, Imagineers will debut the Country Bear Musical Jamboree – a new show that pays homage to the Opry-style shows of Nashville with reinterpreted Disney tunes in different genres of country music.

Across Walt Disney World Resort, Imagineers are well underway with additional projects, including a reimagined Test Track Presented by Chevrolet, the Cabins at Disney's Fort Wilderness, a brand-new Disney Vacation Club tower at Disney's Polynesian Village Resort and the transformation of Dinoland, U.S.A. into the Tropical Americas at Disney's Animal Kingdom.

Tokyo Disney Resort – On June 6, 2024, Fantasy Springs will open at Tokyo DisneySea. This eighth port will include areas themed to *Frozen*, *Peter Pan* and *Tangled*, along with a luxury hotel that overlooks the park. And a new Space Mountain is being built to replace the original attraction, scheduled to open in 2027.



Disneyland Paris – After the successful launch of Avengers Campus, the transformation of Walt Disney Studios Park, soon to be renamed Disney Adventure World, continues. Imagineers are actively working on an expansion of the park that will roughly double its footprint, including a stunning lake, promenade of unique gardens, the Raiponce Tangled Spin attraction, new World of Frozen area as well as a reimagined entry sequence for the park.

Another significant transformation is taking place with the resort's hotels. The royal retheme of the Disneyland Hotel opened in January 2024, and Imagineers will soon be transforming the Disney Davy Crockett Ranch, adding Donald and the Junior Woodchucks to the hotel.

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 also recently completed the first-ever land themed to *Zootopia*, which opened on December 20, 2023. Guests are immersed in the mammalian metropolis from the popular film, "where anyone can be anything." Imagineers are also currently building the third hotel at Shanghai Disney Resort, on the shore of Wishing Star Lake.

Hong Kong Disneyland Resort – Imagineers recently completed work on World of Frozen, based on the characters and stories from the award-winning Walt Disney Animation Studios *Frozen* films. Guests can enjoy attractions Frozen Ever After and Wandering Oaken's Sliding Sleighs, the first *Frozen*-themed family coaster, plus unique shopping and dining experiences. This first-of-its-kind land opened on November 20, 2023.

Disney Cruise Line – Imagineers are hard at work bringing the fleet's newest ships to life. The Disney Treasure will set sail in December 2024, and the Disney Adventure will set sail year round starting in 2025 from Singapore. The Disney Destiny is also in development to debut in 2025 - the sister ship to Wish and Treasure. All all ships are planned to showcase the innovative experiences, dazzling entertainment and world-class dining that only Disney can deliver.

Additionally, Imagineers are working with local artists and designers to develop a new Disney port of call, Disney Lookout Cay at Lighthouse Point, which celebrates the culture of The Bahamas on the breathtaking island of Eleuthera. Disney Lookout Cay will begin welcoming guests in June 2024.

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 integrates sustainability throughout the design and construction process to reduce the impact on our environment and continues to explore exciting and innovative sustainable design solutions that encourage improvements from one project to the next.

Imagineering follows a rigorous set of sustainable design standards aligned with The Walt Disney Company's Environmental Goals and aimed to help reduce emissions, support operational waste minimization, lower the impact of building materials and drive water efficiencies and conservation. To date, many projects have implemented smart energy management devices, installed high efficiency HVAC equipment and LED lighting, and utilized reclaimed water for irrigation.

One example of how Imagineering contributes to these efforts is with Lookout Cay at Lighthouse Point, Disney Cruise Line's new island destination which will welcome guests soon. Lighthouse Point expects the majority of its energy demand to be met from renewable sources through solar panels and battery storage. It is also designed to support efforts for zero waste to landfills by leveraging innovative waste sorting and disposal technologies.





AWARDS

Walt Disney Imagineering has received numerous industry honors, including more than 60 Thea Awards from the Themed Entertainment Association for projects such as the first Disney Omnicaster, Guardians of the Galaxy: Cosmic Rewind, “Main Street Electrical Parade,” Mickey & Minnie’s Runaway Railway, *Star Wars: Galaxy’s Edge* and more. The *Stuntronic*SM aerial robotics technology behind the flying Spider-Man at Avengers Campus at Disney California Adventure Park also recently received a Thea Award for Outstanding Achievement – Technical Innovation.

Among other honors, Walt Disney Imagineering has also been recognized by the Visual Effects Society for multiple attractions, the American Institute of Architects and Hong Kong Institute of Building Information Modeling, for successful implementation of Building Information Modeling, as well as Disney’s Inventors Awards, as program of The Walt Disney Company that recognizes individuals who create breakthroughs in entertainment and technology. Most recently, Disney Imagineers and Researchers were presented with an RBR50 Innovation Award for their BDX droid platform, which utilizes a reinforced learning-based pipeline to combine creative vision with technological ability to convey emotion and expression.

The Muppets Studio also recently celebrated the Disney+ Original Series *The Muppets Mayhem*, which was awarded the Outstanding Children’s or Family Viewing Series Emmy® by the National Academy of Television Arts & Sciences.

FACTS & FIRSTS

- Imagineers across Walt Disney Imagineering and Walt Disney Imagineering Research & Development hold more than 600 U.S. patents.
- Among 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. 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 *Stuntronic*SM 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 technology, 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 200,000 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.