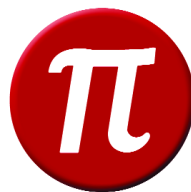


PRODUCTION INTERNATIONAL



PI_vision



attraction design



COMPLEXX GmbH is the holding for all companies of the PI_group. Especially the department PI_vision deals with the task of designing attractions.

This is where visions become true . . .



PI_group

commercials



PI_spirit

corporates & av eventproduction



PI_vision

attraction design & facility management



PI_pop

music clips



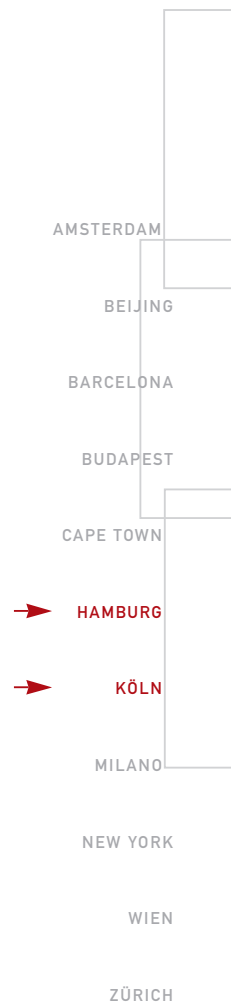
PI_design

corporate publishing



PI_element e

movies





Visions of PI_vision attraction design

Our employees are creative geniuses, scenographers, engineers, handymen, film folks, photographers, computer cracks, and advertising experts (as usual for this trade – some are freelancers, some are permanent employees). They all have one thing in common – they know how to think visually and have a long experience in the advertising business. This means that they know what the consumers are interested in and how to attractively prepare an offer for the consumers.

- Not only do we develop the attractions for users of all ages and all walks of life, we also put these visions into practice.
- We develop whatever is wanted from us from small parts to the full thing.
- When it comes to an attractive look and the realization of processes, equipment, and projects, nothing but the highest standards will do for us.

We want our projects to be interactive.

We want to fascinate.

We want to fill people with enthusiasm.

- We work closely together with our clients, their architects and other suppliers.
- Depending on what is required and best for the project, we either integrate into existing structures, or, if required, take over the full responsibility.

- We are used to a global approach and work with German scientists as well as with special effects guys from Hollywood or with Italian Designers . . . for German clients as well as for customers from China or the United Arab Emirates.

PI_group is able to offer the entire range of services necessary to sell your idea as good as possible: analysis, consulting, ideas, realization, building, computer technology, corporate design, advertising ...

On the following pages please find some examples for projects that we worked on or are currently still involved in.

Please send us an e-mail, a fax or give us a call:

action@complexx-vision.com

www.complexx-vision.com

We look forward to hearing from you.

COMPLEXX GmbH
Reinhard Gedack



PRODUCTION INTERNATIONAL network

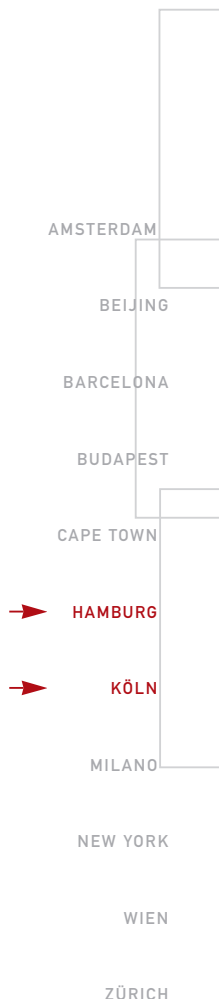


PRODUCTION INTERNATIONAL is an international network consisting of ten offices in Zurich, Budapest, Cape Town, Barcelona, Vienna, Amsterdam, Milan, New York, Cologne and Hamburg. With more than 350 projects per year, we are an important player in the industry.

Ever since 1998 the PI group has reacted to the changing conditions within the industry with a diversified company structure. It has always been and still is our goal to satisfy our clients by offering total flexibility and utter precision in the field of moving pictures.

Nowadays PI_group consists of five departments, each of which have access to the international PI network. For our clients, the directors and designers working for PI_group use their creative potential in all genres be it for music videos, movies, image- or commercial films or even for the conception of totally new kinds of audio-visual presentations . . .

We keep moving.





Project:

Entertainment Complex IMAX Dubai

IMAX Cinemas provide the audience with a screen measuring an amazing 29 x 21 meters (7 stories high). Your eyes cannot see the rim of the screen, which makes the visitor believe that he is sitting right in the middle of the actual scene being shown. The special film used for the projection in IMAX cinemas is 10 times larger than that of a normal cinemascope film as shown in normal cinemas. The images are so sharp that you can see even the smallest items in perfect focus despite the size of the screen.

The outer shape of the cinema and entertainment complex will be that of an egg lying on its side. This egg will be made out of stainless steel and glass. The interior is divided into different sections offering a restaurant, several bistros, cafés and bars affording the visitors a view over Dubai Creek or the Gulf, depending on the exact location of the complex. Within this construction there will be space for additional entertainment attractions (Submarine Simulator, Aquarium, Night-Skies-Patio, Merchandizing Shops etc.).

Cross-Marketing:

The Dubai visitors/tourists come to the IMAX cinema to experience uncommon effects on their senses. Our IMAX Cinema will provide additional attractions, not only Cinema! People could visit the Night-Skies-Patio, a bistro on the roof of the theatre where at night you have a marvelous view of the stars. Special couch type armchairs allow you to enjoy your drink while you are staring at the sky above you. While people are waiting for the next IMAX screening they could visit one of the »Motion Rides« instead of standing in line. For example when Walt Disney's »Fantasia«-Film is being shown in the cinema the visitors could take a motion ride on a »Magic Carpet« in one of the »simulators«. This is a moving platform within its own housing which can carry up to 16 people at a time. Inside a film of flying through the air is shown and the whole set moves making the audience feel as if they are really flying on Aladdin's magic carpet.



If in the IMAX theatre there is a film about let's say a boat race then the motion ride could provide a similar ride.

The submarine simulator will be a world's first and unique to Dubai. This visitor attraction uses illusions to give the audience the impression that they are really diving in a submarine. Of course this attraction is especially believable when situated in the vicinity of Dubai's famous clear waters.

(See extra pages »Dubai Underwater Experience«)

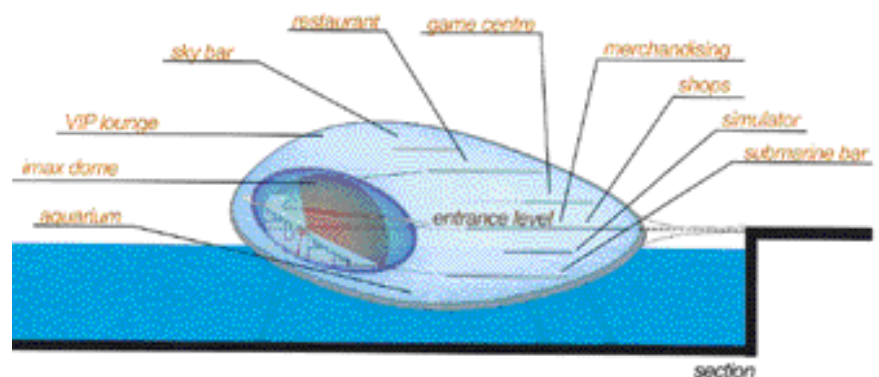
We will also have theme **Bars, Cafés and Bistros**. The **»Captain Nemo's Lounge«** is a Bistro/Bar with underwater robots remote-controlled by the visitors providing additional entertainment. You can see the submarineboats through the glass outside the bubble and at your seat you can also see the live picture which is taken by the video camera in the nose of each submarine. You can make the robot dive in real water, follow fish into the caves in the coral reef, dive through tunnels and investigate the surrounding underwater territory. (See extra pages »Dubai Underwater Experience«)

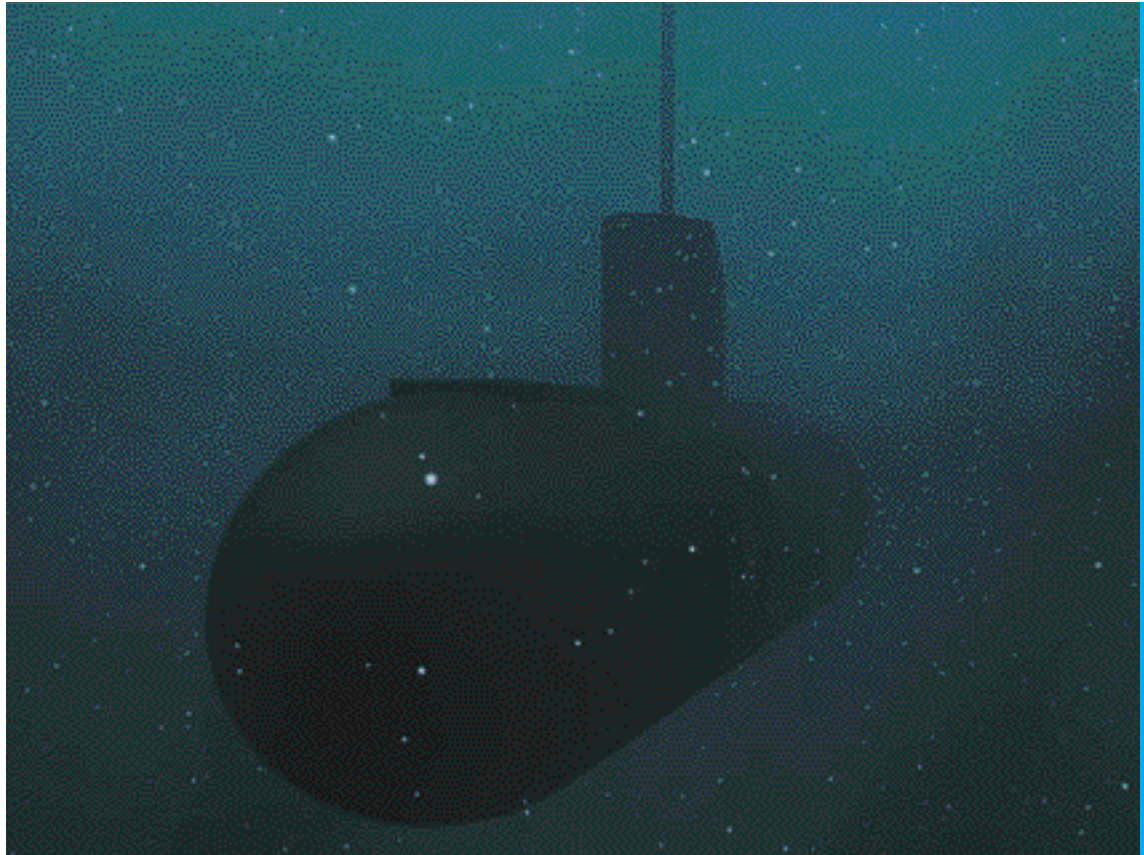
There will be a **huge aquarium** that gives the illusion of looking right into the ocean. As the visibility in the real sea varies according to the weather conditions etc. we will build an artificial coral reef with loads of fish. Behind the aquarium through the glass we can see the real ocean creating the atmosphere of a totally natural coral reef. The closed conditions also help to keep the remote controled submarine boats within reach. It also guarantees that the audience will have enough fish to watch at any given time.

In the **IMAX Shop** you can purchase IMAX merchandise. Until now there is not much IMAX merchandise available as IMAX has not recognized the potential of this business yet. We can also sell all kinds of semi scientific stuff in the IMAX shop too.



idea: COMPLEX, design: BRT architects





Project: Dubai Underwater experience

Submarine Simulator

Part of the IMAX Entertainment Complex

We recommend a simulator that provides the illusion that the audience is really diving in a submarine. Of course this attraction is especially believable when situated in Dubai in a building on the Gulf with its clear waters.

People will enter the »submarine« launch-chamber from one of the »Underwater Decks« where the submarine is based. You may imagine one of these James-Bond-like NAVY Ships which have their own little submarine which you board inside the hull of the mother ship. Our simulator boat with its moving device will give the right moving feeling from the moment that the visitors board the ship. There will be real water around it and when using the gangway to board the ship



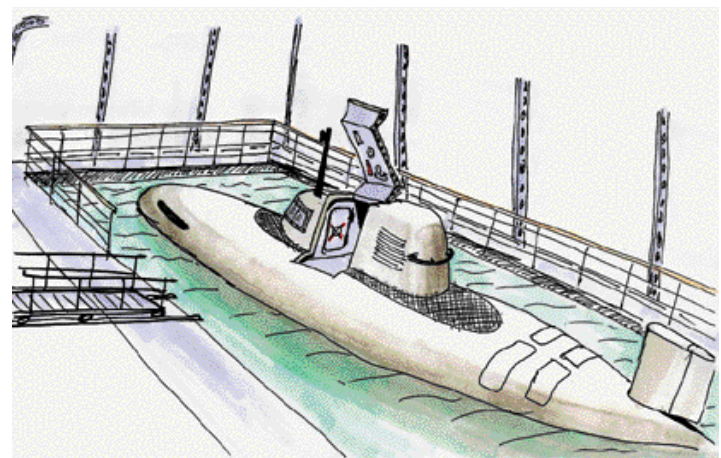
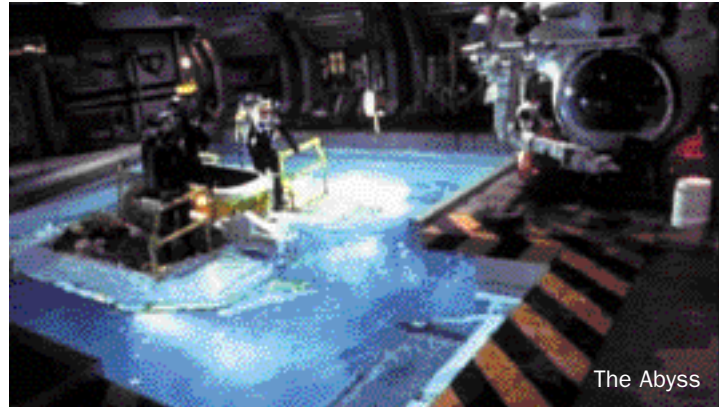


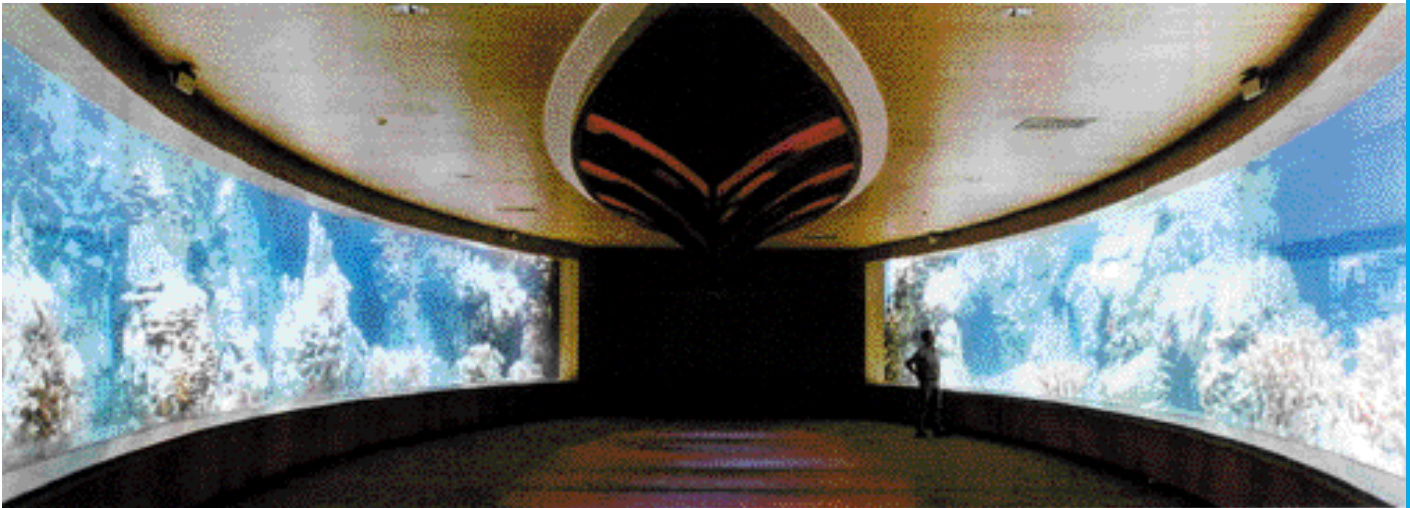
shimmering light through the water will give the impression that you can see the sunlight reflected from the ocean floor. Water will drip from the boat's hull on people's heads. When the doors are closed the movements, the sound and everything you can see through the bull's eyes will give you the impression that you are really diving. The boat will even dip its nose when going down. There are millions of fish swimming around the boat. The »captain« will give a running commentary over the loudspeakers informing the audience about what they should watch out for. A »Radar-Screen« will show the proximity of other objects in the water i.e. we will see a shape coming closer in the run up to the attack by the giant octopus. When under attack the boat will be shaken and pushed to the ground. You can hear the sound of metal scraping across sand when the boat's hull is being pushed into the ground and maybe in the boat there is even water spraying from the ceiling in front of the audience because the »octopus« is biting into the boat's hull. (This and other features depend on how adventurous we want to make the trip.)

You may get a bit wet but of course nothing will be really dangerous. There are hundreds of possibilities for effects that we can build into such an attraction. Also the program could change permanently ensuring that nobody experiences the same ride twice.

As everything is created by film (behind the bull eyes) and by sound and motion, the program could change whenever you want. So you could have »The Journey to the Bottom of the Ocean« or »Fight the Octopus« or »Dive to the Titanic« all on the same day.

After returning from the trip the door will open to the gangway, water drips from the boats hull. All details are so realistic that the passengers may think they had really been diving.





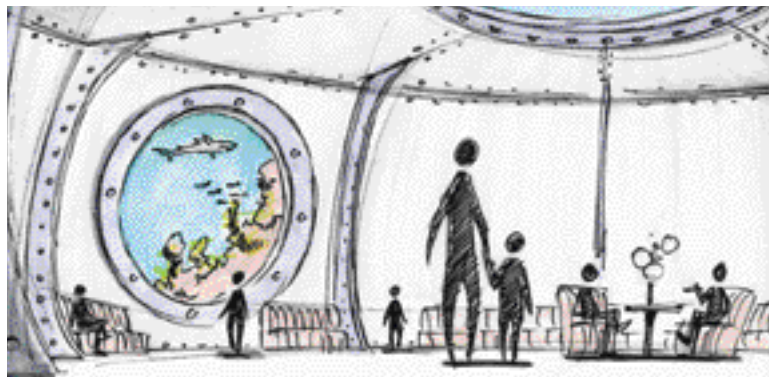
Project: Dubai Underwater experience

»Captain Nemo's Lounge«

Underwater Lounge, for example in a Hotel, in the IMAX Theatre or in a Shopping Mall on the banks of Dubai Creek

The »Captain Nemo's Lounge« is a Bistro/Bar with additional underwater attractions outside the hull of the building.

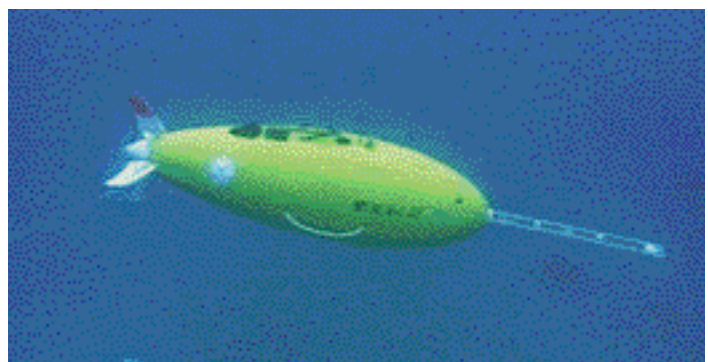
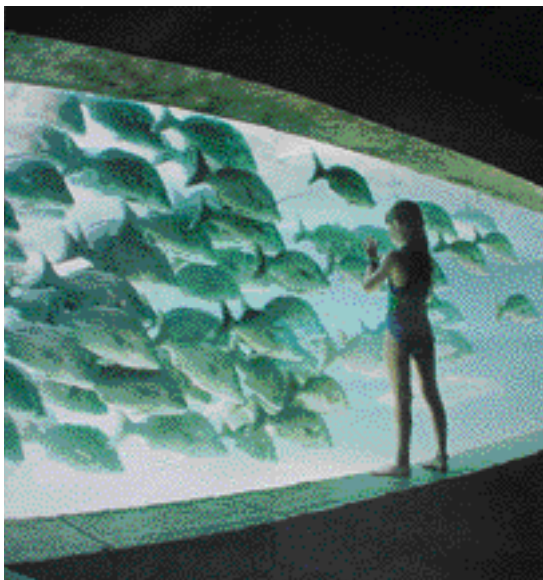
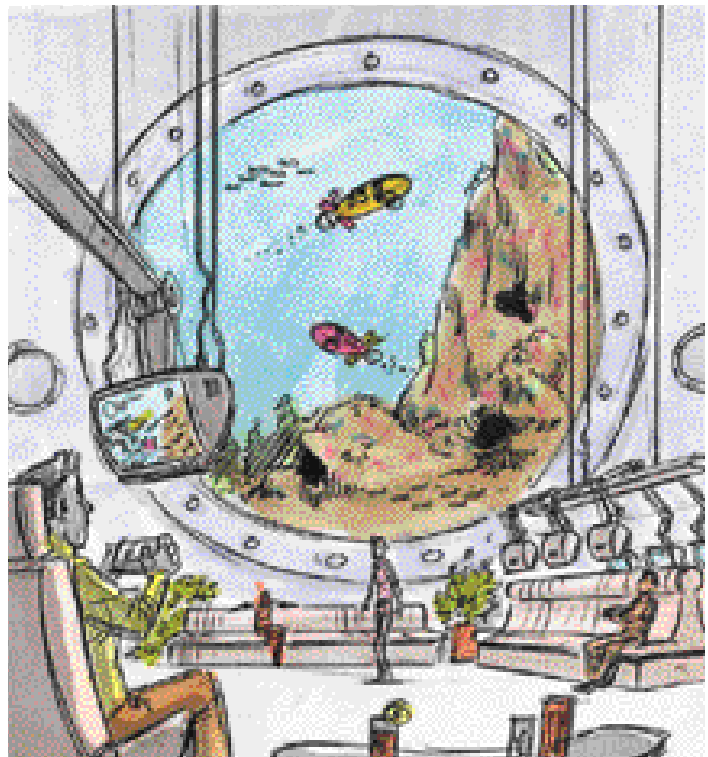
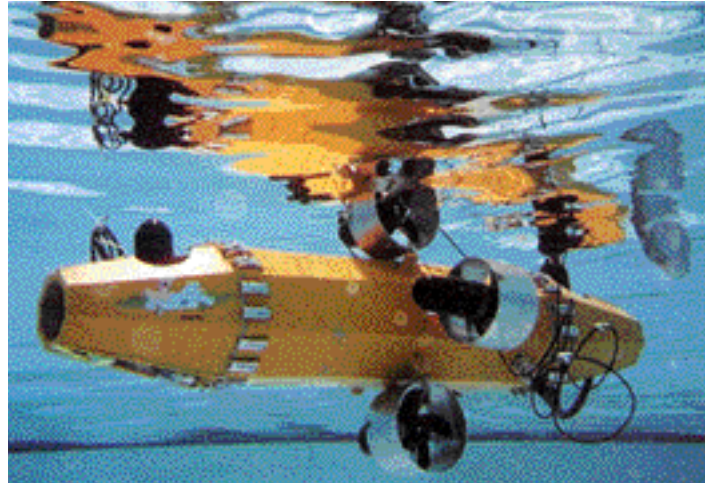
At underwater level the visitors can sit in armchairs in front of a huge glass bubble facing the Gulf waters with its fish and with the coral reef. Each seat has its own little remote controlled underwater robot (a small submarine with a built-in live camera).





Dubai Underwater experience
»Captain Nemo's Lounge«

You can see the submarine through the glass outside the bubble and at your seat you can also see the live picture which is taken by the camera in the nose of the submarine. You can make the robot dive in real water, follow fish into the caves in the coral reef, dive through tunnels and investigate the surrounding underwater territory. There may even be a certain underwater treasure hidden in a cave and the person who finds it or opens it with the robot's arm may keep it or win a prize. This prize might even be something very attractive that has been sponsored by some business e.g. a family vacation, a car, a TV set, a video recorder, a gift voucher for a department store etc.





Project: Dubai Underwater experience

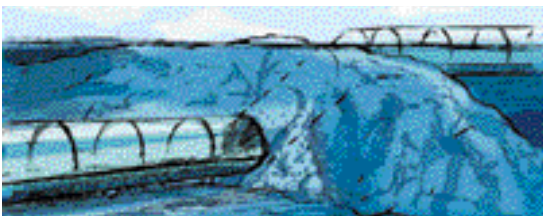
Water Park Dubai and Hotel ATLANTIS A Different Type of Water Park.

Dubai already has one Entertainment Park with water slides and a »thrills and spills« adrenaline rush.

We think that water slides are nice but for today's market you need more than just getting wet. What you need is something that offers the whole family entertainment. We envisage an entertainment park where you can go swimming if you wish but where at the same time you can be entertained in a clever way without needing to take off your clothes. It goes without saying that this is important especially in an Arab country like Dubai as well as for the tourist families visiting Dubai from other Arab Countries.

Therefore a Water Adventure Park is right.

We envisage a huge range of water theme interactive attractions from Jungle Boat Cruises i.e. crocodile safaris as well as a river trip in a canoe to Under Water Experiences including diving lessons and water games. Imagine a huge deep-sea diving tank where (behind a huge glass window)



you can swim and snorkel with the sharks - and you really have the feeling that you are swimming alongside them. This tank could have a window for the audience below, so parents can watch their kids swim with the sharks. A photographer could also be on hand to take souvenir pictures of this scene for the relatives at home.

Imagine a huge indoor lake with big wind machines where children can start learning how to sail, a great attraction for a nation living by the ocean. Imagine small jet ski boats for everyone. How about remote-controlled hovercraft driven over water and over land by 12 + year old children. Or one could include the Harbour Centre where you can experience all kinds of technical and logistic operations connected to a modern harbour. »Teach and Entertain« is the motto. There will be experiments with liquids enabling the visitors to experience fluid dynamics e.g. answers to the question why does a ship made from heavy iron not sink? This is a theme park that is related to Dubai: It shows that Dubai has always been a crossroads



of maritime trade. There are real shipbuilders building a real full size Dhow, which once it is finished will be launched into the water.

ATLANTIS, the Water Park Hotel:

Atlantis is the name of an especially designed hotel situated next to the Water Park. One corner of the Park will run into the hotel complex. One wall of the hotel hall could be the back of the 12 meter high tank with the sharks, so the hotel guests will have a «cool» feeling when sitting in the stylish »Pirate's Lounge«. The hotel swimming pool leads into one of the Water Park pools.

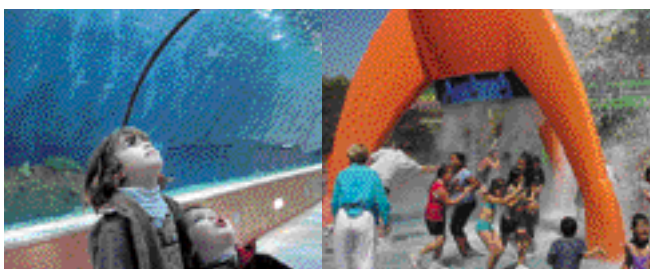
The hotel styling will be created »out of water«, i.e. we do not only have splashing water everywhere but also water running down window panes, coloured water in moving plexiglas objects, hotel room partitions made from aquariums, glass walls painted from the back in blueish colours. It is also an idea to cover the entire hotel exterior with blue glass. The water curtains are a special feature with clear water running from the ceiling in 5 meters wide sheets that are as thin as glass. These water curtains could be made computer-programmable so that they could write words and paint pictures solely by using water in motion. We could also project video images and laser beams on a water curtain.

The water curtain could be used like an entrance door: it seals off the entrance as long as nobody



is using it by falling from the ceiling into a grate on the floor. When a person approaches, the water stops. You can walk through without getting wet. The hotel entrance might be hidden behind a realistic looking waterfall that stops whenever a guest approaches.

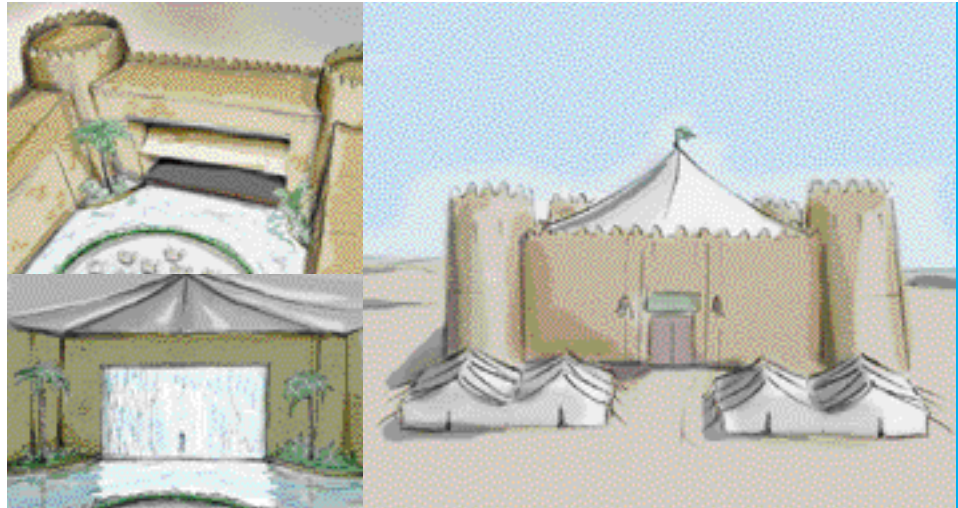
The water theme can be taken even further with live webcams transmitting images directly from the Niagara Falls, from the white waters of the Colorado river, from a waterfall or a geyser in Iceland, from the waves at Jumeira Beach or even live from the wreck of a sunken ship in the Caribbean.





Project: Ring Road Project
Presentation - Dubai

»The Fort«



Concept for the Presentation of different Dubai projects to 500 Prospective Investors.

Task:

The task is to acquaint ca. 500 potential investors with the concepts of the various proposed projects, all of which share a common goal: to make Dubai more attractive to tourists. The event will not be able to show all the details of each of the projects but to initiate the interest of investors.

Form:

On one evening all prospective investors will be invited by His Highness to visit with him a location in Dubai's desert. The appearance of the whole event will be stylish, contained elegant and with impressive precision. The investors will be flown in by helicopter to a landing spot near a huge fort that has a city of tents next to it. The Fort will be built by us especially for this event. When the helicopters arrive it will still be evening light and from the air this is a beautiful sight. While dinner takes place the sun will set.

The Fort:

This is a replica of an old fort in keeping with Dubai's rich heritage. The fort has a square layout, 80 by 80 meters with 4 towers and solid clay walls. The closer you get, the bigger and more impressive it appears. The towers are over 18 meters high and the walls alone over 10 meters tall. Next to the fort several big Bedouin tents have been erected.

Schedule:

After the dinner His Highness will ask the audience to accompany him to the Fort. The sun has set meanwhile.

This is a quadrangle with a round platform in the middle. The platform, 28 meters in diameter, holds 500 comfortable armchairs, all pointing in one direction. Around the platform there is water, there are palm trees and fig trees – an oasis. Over the platform there is a canvas tent covering almost the whole opening to the skies.

The audience does not know yet: the inner walls of the fort can be opened and will become stages, each 40 meters wide. The stages could give room for actors to play little scenes, projection screens to show films on etc. The tent-like roof will be opened, thus giving everybody the view to the sky. The platform will turn with the whole audience to always face the wall where the action takes place. The presentation is a combination of several different styles. It will be a mixture of all kinds of media. Emotionally impressive, technically interesting, visually breathtaking. There will always be something happening which the audience has not expected.

Music begins (surround sound), water is running from the upper part of each wall, creating a water wall, down to the small lake around the platform. On the water wall in front of the audience (using the water as a projection screen) a film appears with a presentation of all projects.

Behind the water wall the whole wall has opened in the meantime and when the water parts light



will go on and there is our presenter/moderator who will guide us through the evening.

Whenever one theme has been emotionally presented (either by a play between actors or by some impressive visual effect) a short film will be projected on one of the side screens (walls of the fort). This film is a new type of Computer animation: it uses a »sand technique«. From a sand surface like in the desert all of a sudden buildings will rise like made from sand, forming the theme park the presenter is talking about, and showing then a lot of details of the coming attraction. While this presentation is happening the whole platform with the audience is turning towards this screen.

Some examples for possible attractions to involve and surprise the audience:

To present the »History Tunnel« on one of the stages we will see old clay-huts and clay-walls of the ancient Dubai. Actors are forming a market scene of these times. While they are acting the clay-huts will gradually become more and more modern and the actors will exchange with actors with more modern clothes. This constant change (we call it morphing) continues until we are in modern Dubai.

The presenter is standing on one of the towers. The audience will look up when they hear him speak.

From above there will be a projection down to the canvas tent above the audience. We see pictures of old astronomers projected on the canvas as the moderator is speaking about the Arab heritage or about Ibn Battuta. Then all of a sudden this tent opens and slides aside presenting free views of the stars. All lights are dimmed. On the towers there are pictures presented of Ibn Battuta and his travels in History. He could also talk to us from up there as a live actor.

When it comes to present the Aviation Theme Park the moderator first explains with a film how the super modern exhibition hall will rise from the desert floor together with all other park buildings. While he is doing so we can hear the sound of airplane propellers coming closer. High tension in the audience. Then all of a sudden above the fort there appears this huge blimp all in silver against the black sky. The music is at its climax when in the dark night suddenly a laser beam hits the side of the zeppelin. The laser is »drawing« a falcon on the blimp's skin. Then the laser stops.



But as the blimp continues its flight we still see the outline of the falcon glowing.

The space park will be introduced by a singer in an alien costume. She is singing an opera aria. Behind her we see on 2 stages a view into space. The audience may have forgotten completely by now that they have come to an ancient fort. Here are most modern elements telling the people that Dubai is capable of building a Space Centre.

There is basically no limit to the visual effects that we can create: we can open up the fort walls completely to look into the dark desert to show the adventures of Ibn Battuta for example.

When we talk about heritage we could hear voices reading folk tales from »A Thousand and One Nights«. At this time we can see on three of the surrounding screens scenes of landscape filmed from above as if we were flying on a flying carpet.

Thus we are able to introduce all projects in about 1,5 hours.



Project:

Biosphere Dubai

A number of artificial ecosystems will be created that while independent of each other are all situated in one complex in the Ecotourism portion of the Ring Road Project. The visitors will experience the different landscapes of the world underneath individual huge domes.

Each biosphere is 200 metres in diameter and the domes 60-m high housing different landscapes to explore. Their appearance will be totally realistic with real animals and real plants complete with authentic sounds and smells. You believe that this is real.

We have a rain forest, a desert, mountains, bushlands, mangrove swamps etc.

One of the Biosphere Domes has a Jungle Café, a tree house in the roof of a giant rainforest tree. Up here you can overlook the whole park and enjoy the beauty of the plants, the birds and the ins-

ects. Climatic conditions inside the domes are realistic. In the »mountains« biosphere we have snow and cold, »Amazon« is humid and hot and the »desert« of course is dry.

The slogan could be: »Bring your tropical clothes as well as your mountaineering equipment...«

Desert:

Here we have flatlands, numerous rock formations, canyons, dry riverbeds and an oasis, of course. As the visitors have experienced the real Dubai desert on their way to the Ecotourism Centre, the biosphere could show the desert at night with everything that comes with it. We feel the cold of the night and see those animals that are not



seen during the heat of the day as well as millions of stars twinkling above the visitor. Typical desert animals roam around freely although poisonous snakes and scorpions are naturally 'kept within bounds'. Larger animals, such as peccaries, big-horns and red lynxes can also be admired in their natural surroundings. Even a famous movie star lives in the park's desert: the Roadrunner, known to children from the cartoons by the same name.

Bush:

Inside this gigantic dome a genuine jungle enables the park to keep tropical animals and plants in a novel way. We introduce visitors to these worlds by presenting the plants and animals of these habitats - birds, butterflies as well as real crocodiles and snakes, but the latter ones at a safe distance.

The visitors can walk along a walkway high up above the bushland or they could be driven around the various habitats in jeeps by a park rangers, e.g. through the jungle. Each ranger is a bit of an actor so he plays along and acts as if he sees a crocodile at a particular place for the first time. When the jeep drives across streams, water runs into the car and the visitors shoes get wet. Monkeys swing from branch to branch. Coming over a suspension bridge, one walks directly into a tunnel. We have been led into a new dimension: the Micro-Cosmos.

Micro-Cosmos

Inside the huge rock formation, the Micro-Cosmos awaits the visitor. Here one can experience all sorts of animals, plants, bacteria etc. providing that they are smaller than 1 mm in size.

Films, models, drawings, microscopic live action videos and 3 D Animation take the visitor into the

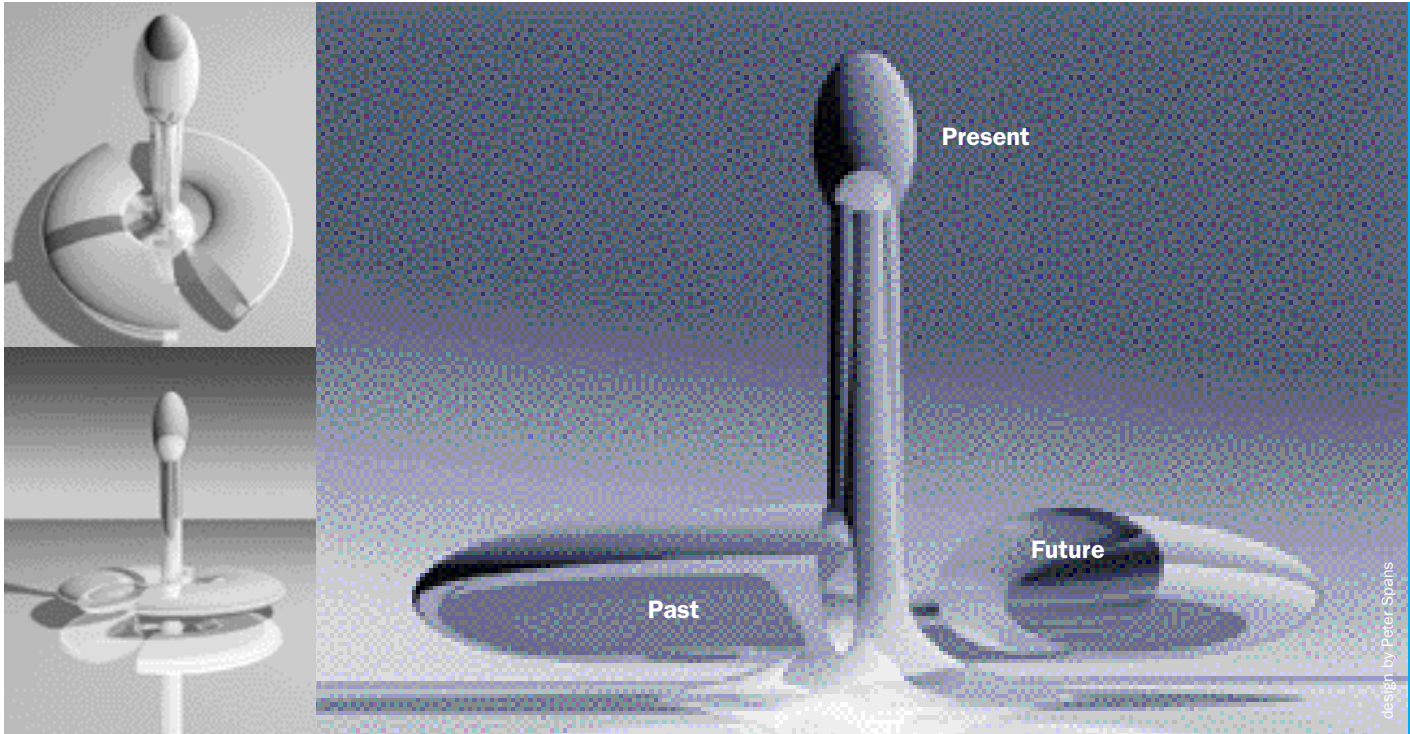
world of the smallest life on earth. However this is not passive consumption, here one can actively take part.

This Micro Cosmos World is a little bit like the Aviation Centre: a theme park for everyone, young and old, an educational entertainment concept which encourages the audience to take part in the physical action and biological experiments as well as in geological experiments. We can make crystals grow and watch this through microscopic systems.

This is the first time that this world is shown to the public in a popular way like this. We will learn why a dragonfly can fly like a helicopter and how the leg of a spider is »constructed«.

Life in a drop of water. As a lot of the real action is very fast we will use a technical system to slow down movements and developments inside the micro-cosmos. (Obviously this theme has to be developed in detail with universities and professionals. I am sure we would find a spectacular way for the presentation and for the interaction with the audience)





Project:

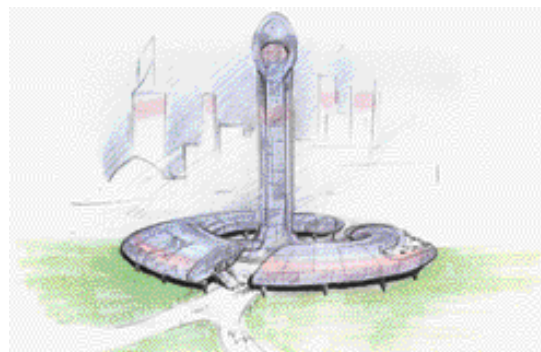
Dubai History Ride

Past – Present – Future

The building looks like a landmark, a symbol for the future. The audience is taken on a tour vehicle (a cabin similar to an elevator cabin with opening and closing doors, but the audience sits inside, app. 16 people at a time). This cabin will take the visitors through all the history visuals (3D-animations, films, virtual reality exhibitions, etc.). They will experience all kinds of lively adventures of the past.

Surprisingly, the doors will close and the vehicle will rise like an elevator (80 meters up in the main tube of a 100 meter tower). When the doors open again, the people inside the vehicle will have a spectacular view over Dubai as it is today. This is a surprise for the people. The tower has a mirror surface, therefore people do not know beforehand they will be shot up into the tower. The vehicle will make a 360 degree turn, so they can see the whole of Dubai City.

Then the doors close again, the vehicle rushes down, comes to a halt. When the doors open again, a moment later, the audience will find themselves in »Future Dubai«. Here all visions of tomorrow's Dubai are presented in virtual reality.





Project:

Hotel »OASIS« Dubai

A hotel in the shape of a historical fortress in the middle of the desert of Dubai, the replica of an old fortress in keeping with Dubai's history. A cool and comfortable place even in summer. The hotel probably has a roof but it should be an »invisible« one.

It has a square layout, 100 by 100 meters with a tower at each of its four corners. The fort is plastered in earth colours using bricks from local stone. It has a big, heavy wooden door and no windows to the outside except some embrasures. There is a beautiful inner courtyard with palm trees, springs, ponds and fountains.

This fort lies in the desert. Approaching by car it becomes clear even from a distance that this is an old fort. Shortly before reaching the fort, the road goes underground. At the underground car park the visitors leave their cars, walk into the subterranean foyer. . . and feel as if they travelled a hundred years back in time.

All rooms have windows only out to the yard (just as in a real fortress). The yard is a huge oasis with lots of water, streamlets, ponds, fish, and lavish palm trees, green plants and rest zones. A place to feel at home in. A new concept avoids the usual balcony-like walkways in front of the hotel rooms and allows for the rooms to have big windows that offer a splendid view of the inner yard. What is so special about it is that one spends a lot of time outside. The thick walls and the large size ensure that the yard does not heat up. The very thin glass roof is almost invisible and can be closed during the summer heat (and during bad weather). During the medium-warm season, a huge awning prevents too much sun from falling into the yard. During the night, the roof is open and the Arabian nightsky is clearly visible from below.

The visitor gets the feeling of being in a fort straight out of »Arabian Nights«.



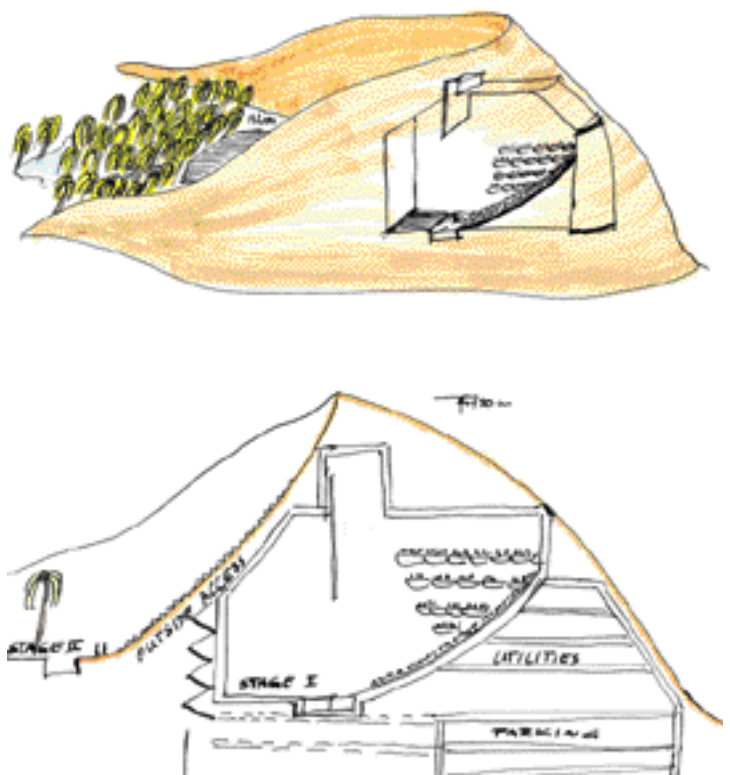
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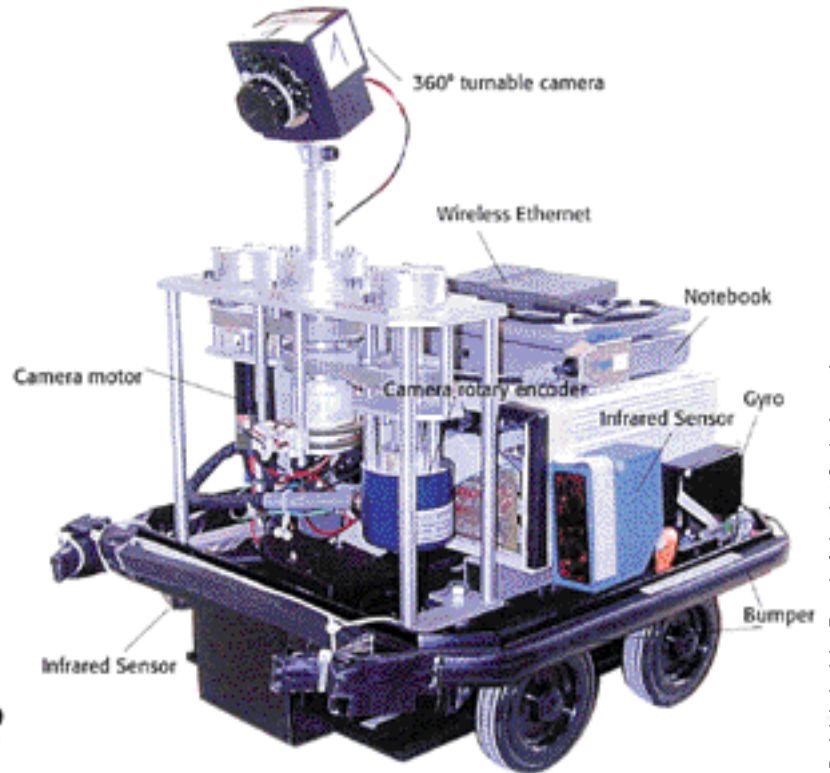
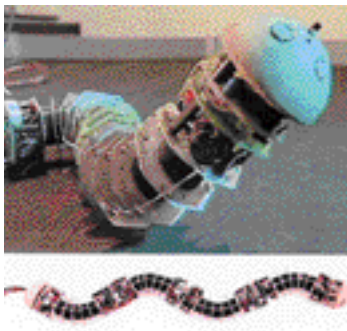
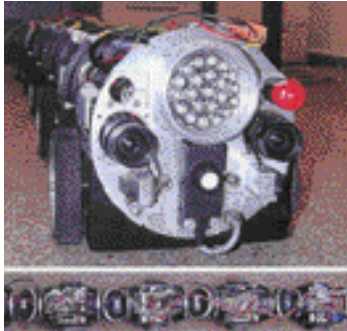
The Dubai Opera

Opera house in the shape of a huge sand dune
2 big stages: 1. Indoor, 2. Open air with folding seats

This building has the shape of a sickle-like sand dune. It is about 90 metres high and 230 metres in diameter. As it is the colour of sand and has a irregular natural shape that makes the building fit perfectly into its surroundings. The outer side of the semicircle does not show that it is a man-made building. (An opera house does not need much daylight inside so windows are unnecessary.)

On the leeside - read, the centre of the sickle-shaped semicircle of the dune - is an oasis with palm trees, small streams and lakes. At the push of a button, the entire inner side of the dune can be opened, revealing seats and the setting for an open air opera performance (e.g. »Aida«). The background of the stage is supplied by the palm oasis.





Projektbeispiele: Fraunhoferinstitut, Sankt Augustin

Project:

High Tech Cooperation between Universities

In order to further the intellectual co-operation between Dubai or China and Germany we suggest a friendly competition between pupils and students of those countries on certain high-tech subjects. The German University of Ulm for example is a leading partner in the worldwide competition on the construction of fun robots. Once every four years running parallel with the soccer world championship teams of several universities meet to have their robots compete. The goal is to raise the skills of all participating teams.

We found the right people. Our proposal to the Dubai government was: To open a special world-class high-tech university, which would compete against MIT Boston, Fraunhofer Institute Germany,

etc.. Possible faculties could be: engineering, computer sciences, engineering, robotics and technical design (including car design, of course). Why not get a better image than Italian Design? It is just a question of winning the right teachers and professors. It is a question of hard exams, famous exhibitions and a certain worldwide PR work in this regard. One could set up a design festival showing the latest car designs, aircraft designs etc., even household designs. This would fit in perfectly with plans to make Dubai a technical centre of the Middle East.



Project:

The Dubai Harbour Experience DHE

This theme park provides a series of attractions and loads of information:

The audience will learn that ships were built in the Dubai region 3,000 years ago and that people from Dubai sailed the oceans when elsewhere nobody knew about the existence of other continents.

The audience will learn that Dubai has always been a hub of maritime trade.

Experiments will show fluid dynamics and physics, there will be films, models of ships and of oil drilling platforms, a simulation of the bridge of a huge oil tanker (including an outside view), a simulator of a speed boat, water tanks for design tests, a real submarine to walk through, a tug cut in half for demonstration, the chance to »navigate«

with the help of »radar« in fog-chambers, as well as many other things. A water tunnel shows the differences between various hulls. One can learn the advantages of a bulbous bow over a regular bow. Other construction forms like jetfoils and jet speedboats offer even less resistance to the water. All kinds of navigational aids will be shown, from an old sextant to modern GPS systems. Functional models will show building and repair techniques in dry docks and floating docks. Inside a submarine simulator, the visitors can experience a dive in the ocean. Real ship-builders will build a real Dhow. When the first one is finished, it will be launched and sail in the waters of the Dubai Creek and the Gulf. The ship-builders will then start to work on the next one. We will show how sluices and ship lifts work. There will be hovercraft scooters for everybody



(noisy and fun) and there will be an artificial lake with a wind machine, where everyone can learn the first steps of sailing in the safety of a contained environment. A small water tunnel: The rudder of a small model boat can be moved by hand. One learns how the current reacts to different movements of the rudder. A real propeller of a super tanker hangs on a wall and turns slowly. It is huge and you can almost feel the weight of the 50 tons.

A model of a container terminal will introduce visitors to the logistics behind a modern harbour and its loading systems. One can watch animated 3-D films showing how an international harbour ticks. Big screens show live radar pictures of Jebel Ali Port and perhaps of other ports in the world.

A darkened »relaxation room« is made to look like the balcony of a luxury liner's cabin. Here, the people can lie down on deckchairs to enjoy the beauty of the artificial night skies and the stars.

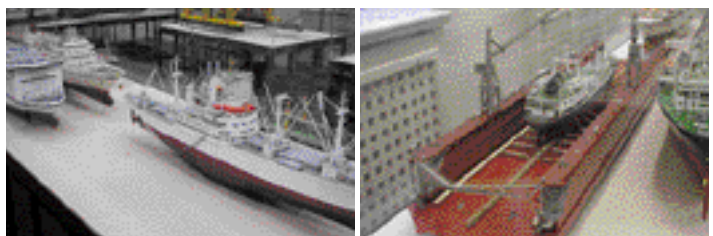
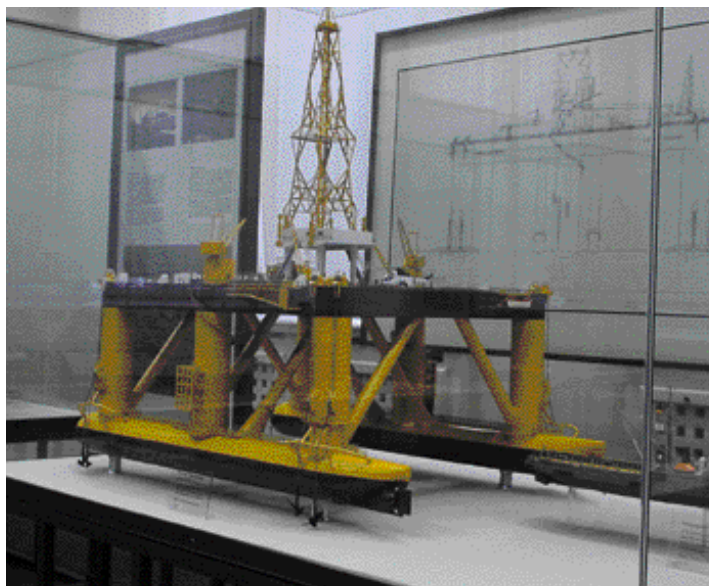
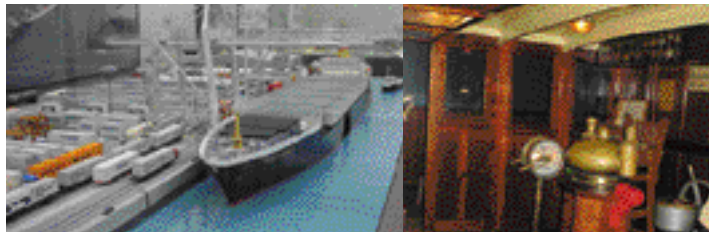
Everywhere you can hear, see, feel, and smell the ocean and enjoy the world of ships.

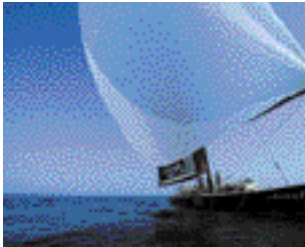
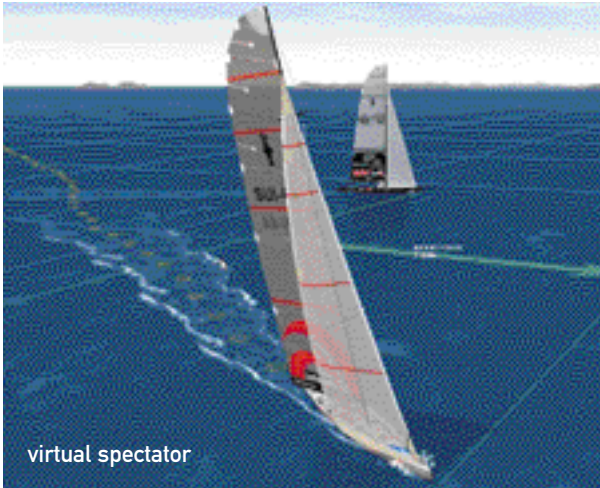
The audience will get an exhaustive introduction into seafaring. It would be wonderful if this experience would appeal to professional sailors as much as to laymen, children and tourists. The theme park is meant to leave nobody cold.

The Visitor Centre will be open 360 days per year.

Architecture:

The design of the exhibition-buildings will be of an extraordinary »landmark architecture«.





Project:

World-class high performance Sailing Race (Like the America's Cup)

We suggest to initiate a world-class Sailing Race. These races have a magnificent PR-effect for the country where they take place. Please think back to the last America's Cup Sailing Race in New Zealand in 2003. It really made match racing extremely popular all over the world. »Match Racing« means that in each of the races two boats compete against each other with international crews. But altogether there are as many boats as you want competing against each other. Those boats are HighTech phenomena with a crew of 16 people, with huge sails and a mast





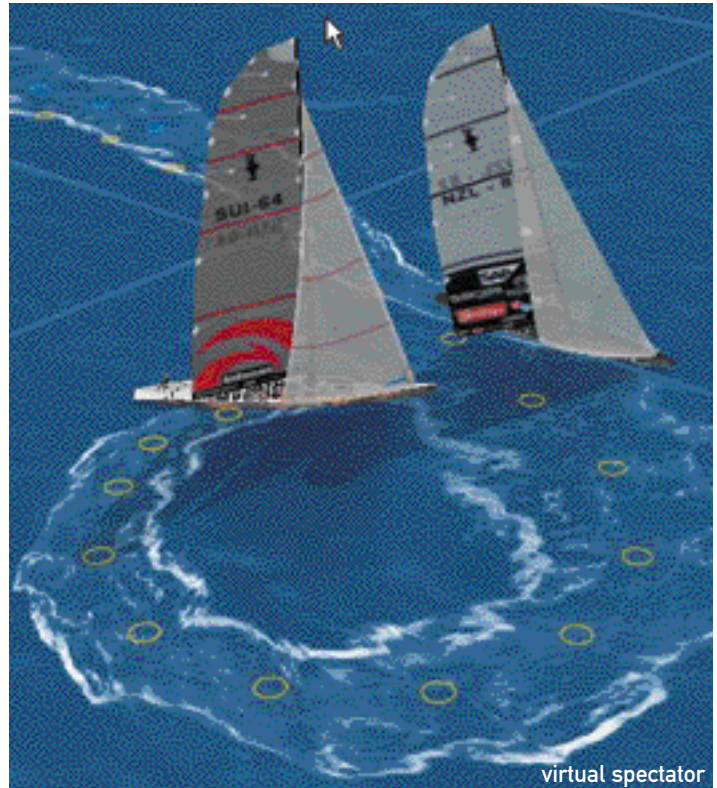
World-class high performance Sailing Race (Like the America's Cup)

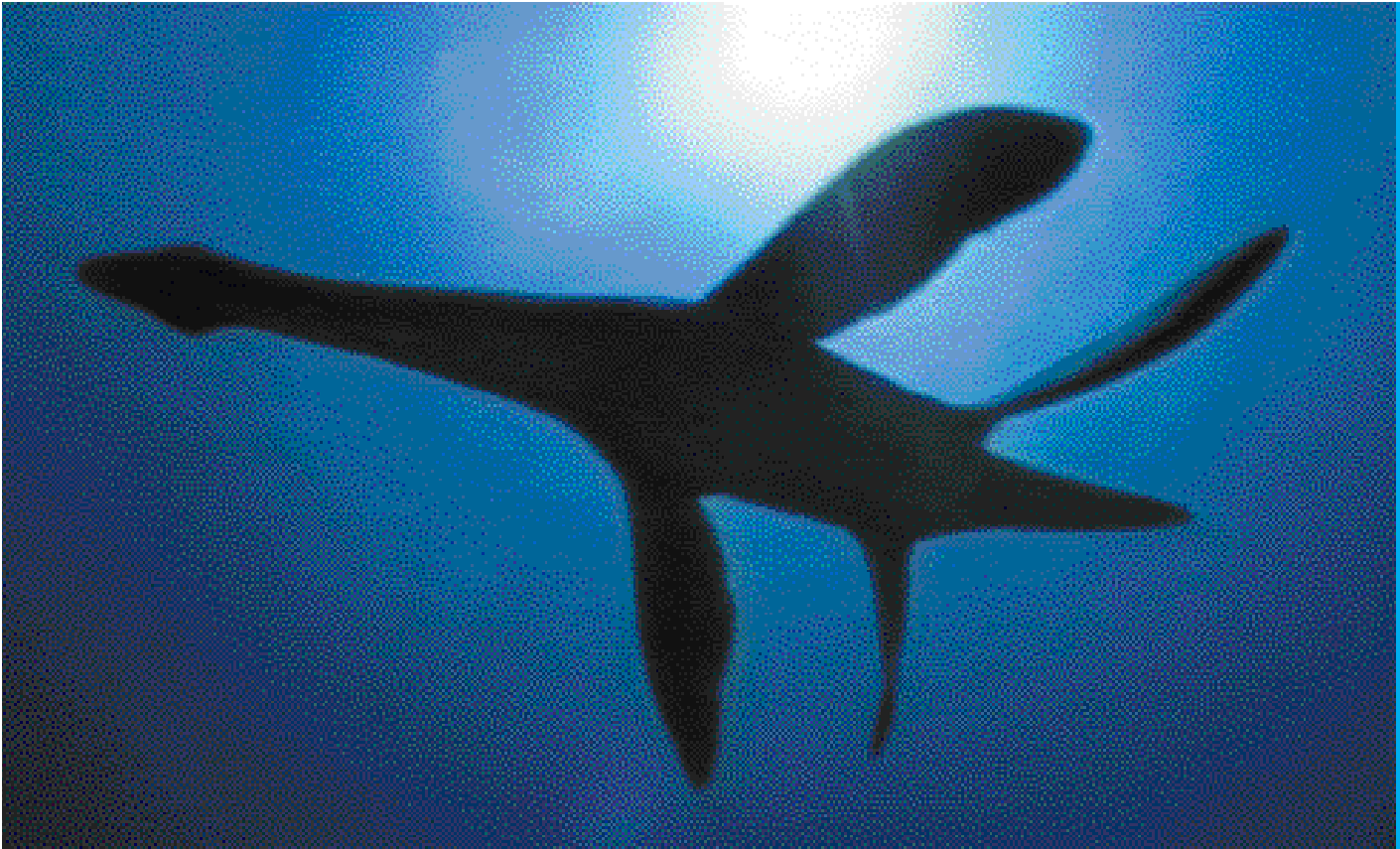
35 meters high. These boats usually cost 15 to 30 million dollars each. To train and maintain a crew is as expensive as running a Formula one racing team.

The »Virtual Spectator« is a computer-aided program that shows a computer visualisation during a race on TV so the viewer can see exactly who is in front while the helicopter cameras show the crews working hard on their boats. This has been made possible by permanent transmission of GPS data from each of the boats. So far only the America's Cup uses these images. It's all about tactics, teamwork, high-tech and of course reading the winds correctly.

Probably only horse racing or maybe golf enjoy a similar highly sophisticated and image. But golf is nowhere near as exciting as match sailing. High-performance sailing boats have sponsors like UBS Bank of Switzerland, BMW, Oracle, Louis Vuitton, Audemar Piquet, Prada etc.

This kind of sailing is used in advertising like »UBS - The Power of Partnership«. CNN was full of these image commercials during the weeks of the America's Cup. As each boat races each other boat several times »New Zealand« was on air 3 hours twice a week during the period of the race – over a timespan of more than three months.





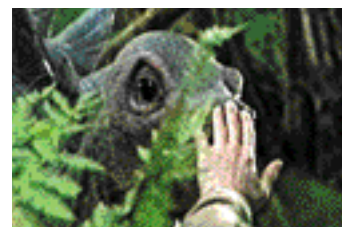
Project:

Biodome: Jurassic Journey

Dubai Bio Dome is a huge hall of some 600m in diameter (!) which shows the history of Mother Earth from the big bang to today. Jurassic Journey enables the audience to »experience« the time long gone when the earth was covered with volcanoes up to the time that the dinosaurs became instinct

The goal is to create a dinosaur park more realistic than anything else in the world. The visitors will be taken around by a park ranger in his jeep (9 seats). The ranger is an actor who credibly conveys the dangers waiting in the park and his fear.

There are several items in this section of the Bio Dome, which have never before been featured in a dinosaur park: This is the first time that the audience can **interact** with theme park »animals«





in such a way: The jeep has control monitors in front of each seat, showing the current location inside the park. The passengers are involved as nowhere else. They are encouraged to step out of the car, walk alone in the park (with the dinosaurs being around), stroke a baby dinosaur, look through the binoculars, get back into the car quickly and close the windows.

For the first time ever there is a **»real volcano«** in an artificial surrounding.

For the first time ever there is **»real lava«** flowing in a stream from the volcano and our exploration vehicle even drives over it. The **wheels get burned** and the **car even slips** sideways on the lava almost into a canyon.

For the first time ever we have **»real« dinosaurs running** alongside the audience free of any wires. These **»real« dinosaurs** even **react** to the people watching them from the inside of their jeep.

For the first time ever we can **stroke a baby dinosaur** and really feel that **it is alive**.

For the first time we can watch **flying dinosaurs**.

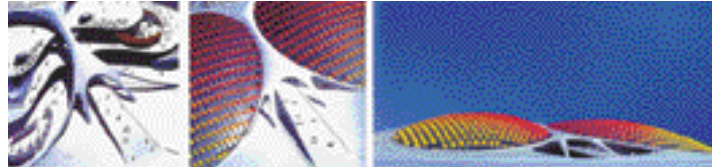
For the first time ever the audience can watch (through 3-D binoculars) as one dinosaur feeds on another. The sight is so close to reality that we believe it to be real.

This is the first time that the audience gets so close up to a Tyrannosaurus Rex that we can see its **huge feet moving** in the mud with claws as big as human legs all the while being only separated from the giant by the fence and some bushes.

This is the first time that a Tyrannosaurus Rex is so close to the audience that you can actually see **water dripping** from its nose, **smell its bad breath**, sense the **slime** and experience how the T-Rex **reacts to the movements** of the people in the car. We show the first **water dinosaurs**.

This is the first time that the audience is able to see a dinosaur underwater.

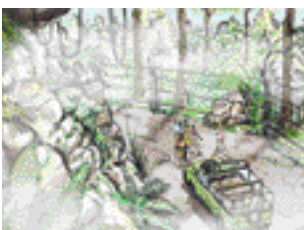
We even have a **meteorite** flying right into the ocean which we are **»diving«** into.

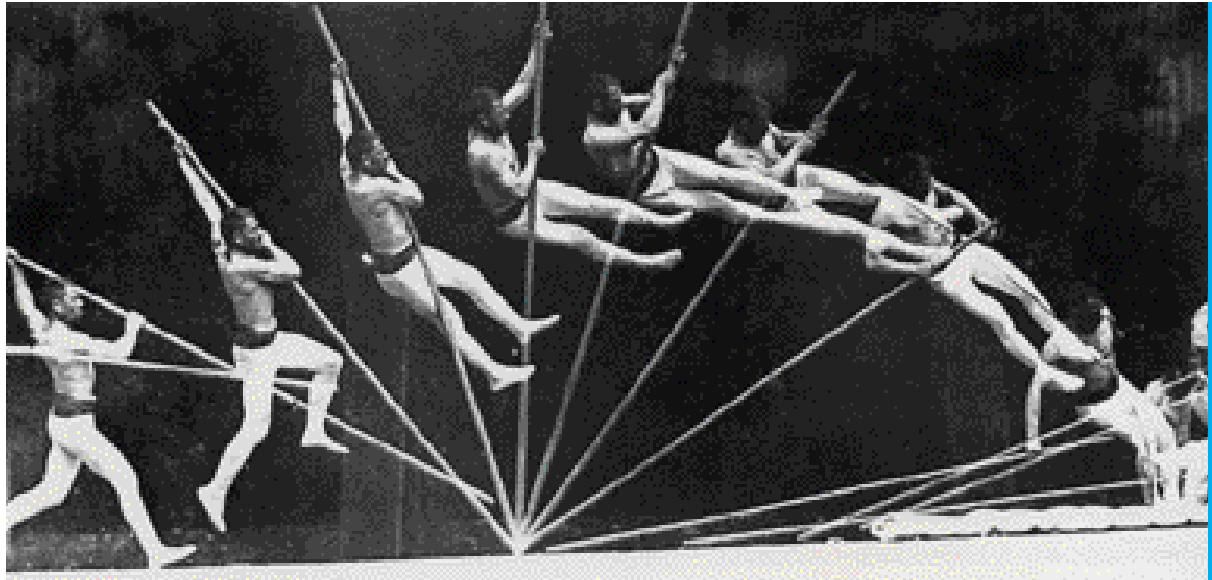


design: Woods Bagot

This creates a **huge tsunami wave**, which crashes against our underwater glass tunnel shaking us to our very core.

The Bio Dome has some **more dinosaur attractions behind the scenes**: There is a **»real« excavation ground** where children can **dig out »real« dinosaur-bones** with their own hands (and take them home).





Project:

Optical Science Center »Jenoptik, Jena«



The theme park »Optical Sciences« will be informative, interesting in many ways and highly entertaining. With all their senses, visitors will learn (and feel) how optical sciences and the corresponding physics work. Visitors will be able to manipulate experiments with their own hands.

This centre is meant for the entire population, not only for school classes and young people. Families will come from afar because knowledge is passed on in an attractive and entertaining new way here. Before their visit, school classes will receive access to a special website that allows teachers to exhaustively inform themselves about the visit (and to prepare follow-up lessons). The result will be that this »edutainment day« at the centre will convey a lot of knowledge in a very pleasurable and interesting manner.

Everything is designed in a noble fashion appropriate for the theme – metal, glass, designer forms. Lighting will be used as a means of design, has a high quality and makes the people feel well.

Topics:

History:

Distorted pictures over chrome cylinders, cones, pyramids from the 19th century.

The eye is lazy. Films are shown next to each other at a speed of 16, 24 and 48 images per second. Afterimages with images imprinted onto the eye. Replication of an old »running images apparatus« with hundreds of paper pictures.

Visual effects:

Lights and shadows.

Why does a crater on the moon look like a hole in the ground? When the shadow is opposite, the crater looks like a hill. We have learnt that the light comes from above.

Trompe-l'oeil: Two-dimensional images painted onto a wall and faking a three-dimension object. Water that actually flows in a circle but looks like it is flowing downwards. Stairs going around in a circle but never end.



Perspectives:

Long-drawn writing that can only be read from a certain angle and looks like long lines from any other perspective.

A real room, built in a distorted manner to give of the impression that persons standing in one corner are smaller than those in the other corner.

The eye – seeing – eyeglasses.

Why does the eye see sharper during the day than during the dark?

Iris shutter.

Camera Obscura.

How do lenses work? Lens systems, shift and tilt lenses, what is a Zoom lens? Telescopes, Reflector telescopes.

How does light break (e.g. on the water surface)?

»Why does a straw inside a glass of water looks bent?«

In certain fluids, a rod made of Plexiglas will be invisible.

Light being bent on the edges, as shown inside a dark-room experiment.

Prisms, sun and laser light being filtered through prisms.

Reflections of light, light in the fog, reflection on drops of water.

Photovoltaic coatings, solar cells.

Warm light, cold light, colour temperatures.

Sunlight is bluer than that of our light bulbs.

What is the »blue hour«?

Effects of polarizing filter, that block out all the light.

Stereo vision, 3-D pictures, 3-D films.

Laser (Barcode scanners from the supermarket checkout)

Laser images projected on firm surfaces and onto water walls.

Laser effects in artificial fog (like cut images of clouds), spaces and cones.

Images being projected into concave and convex mirror, creating effects of virtual images.

Holograms, virtual 3-D images.

Stroboscope light, running water with drops »standing still«

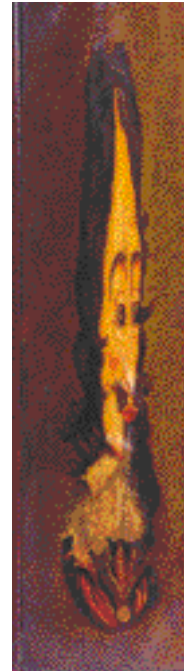
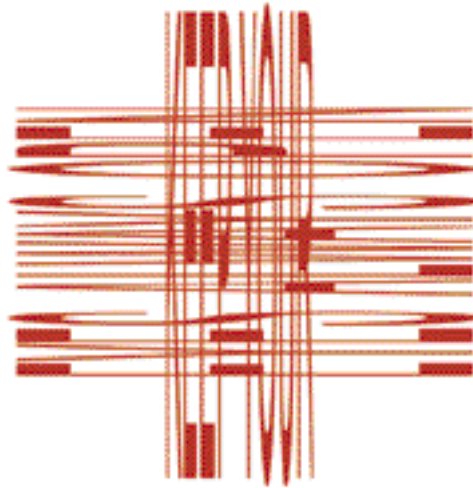
Distortion mirrors, giving off images of people becoming very big or big only in some places, etc.

Mirror wall with a thousand mirrors all aiming at one and the same spot so that the viewers will see a thousand images of themselves.

Effects with semi-permeable mirrors

Infrared technology, seeing in the dark.

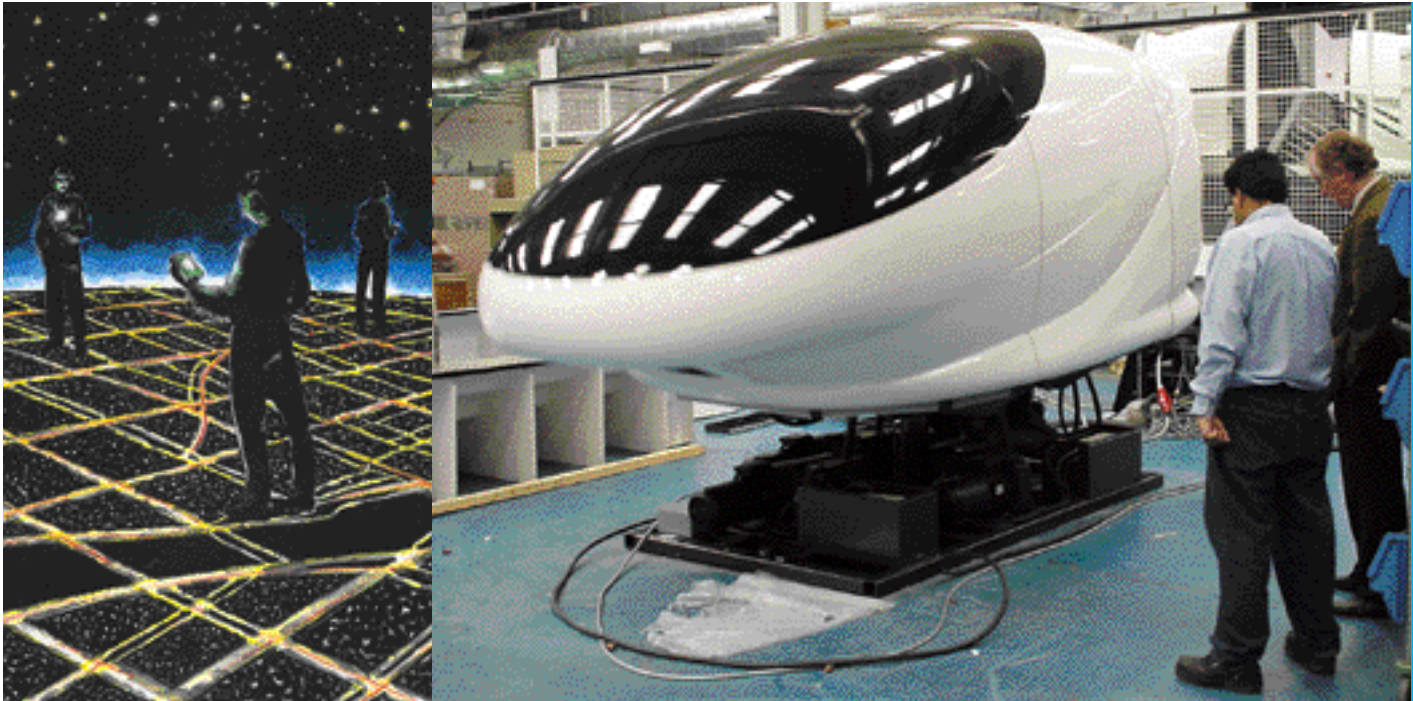
And many other things...



Conferences and topic-related events will be held in the adjoining congress section.

Outside the centre, a strong spotlight will light the night sky in different colours, advertising the centre and the topic »optical sciences«. (»Where does that spotlight come from?« »That's from the JENOPTIK Centre«)

The centre will have a name like
VISUAL WORLDS
POINT OF VIEW or
Optical Science Centre Jena



Project:

Dubai Aviation Experience DAXX

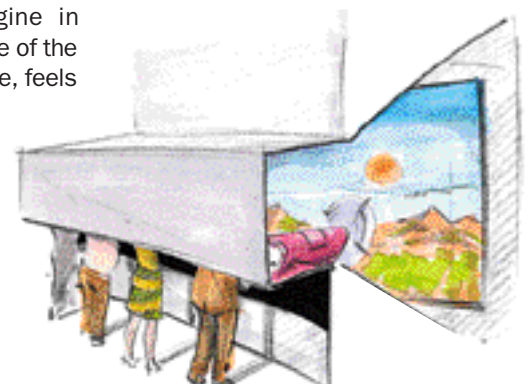
The **Dubai Aviation Experience** is laid out for up to 700,000 visitors per year. Here EMIRATES Airlines will introduce the broad audience to aviation and will show all kinds of operation of their airline including the first images of the latest huge AIRBUS Model A 380.

In this centre, the visitors will have the chance to learn about the background of how an airplane flies, how it is constructed and how beautiful flying is.

The centre will host aerodynamics and physics exhibitions, films, models, several simulators, wind channels, real airplanes to sit in, a huge A310 wing over the crowd, whole airplanes cut in half for demonstration, navigation-instruments to learn to »navigate« in fog-chambers, etc. One can fly a double-decker plane. A vertical porch comes out of the wall. Underneath the porch are holes,

through which one can put one's head. After putting on the goggles and pushing the »start« button, the viewer will have the impression of sitting in the cockpit of a World War I double-decker plane and flying the plane himself. In front of the pilot's head is the windscreen. One can see the clouds, the river over which the plane is flying, one feels the wind blowing in one's face, smells the oil of the engine in front, hears the noise of the twelve-cylinder engine, feels the leaves of the trees the plane flies through.

The centre has darkened »relaxing-rooms« where people can lie down on airplane





seats and enjoy the beauty of the night skies above them with small white dots (stars, satellites and meteorites) crossing the sky. A soft voice will read Antoine de Saint Exupery's »Petit Prince«.

You can hear, see, feel, smell aviation. Aviation is right with you!

You can also watch 3-D animation films showing the operations of an international airport. You will have big screens showing the actual current radar picture of the Gulf area. There will be loud-speaker announcements signaling that a plane is going to land at Dubai airport next to the Visitor Centre.

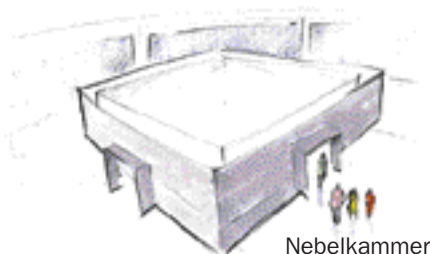
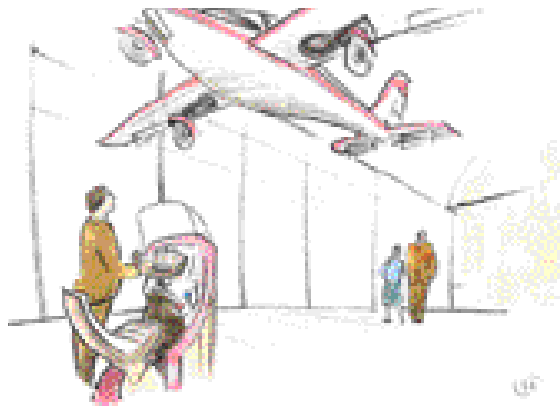
There is even a real airplane (Cessna) hanging from the entrance hall ceiling which does all the appropriate movements when steered by a visitor sitting in a small cockpit at the entrance hall floor.

The visitors will have a full perspective of how an airplane is built. This will not only educate but also help against fear of flying. The attractions are laid out and designed in such a way that amateurs as well as professional pilots will have fun and will enjoy to learn about aviation.

This is one of the few opportunities where a high-tech theme park is based in a living, active high-tech surrounding.

The centre is closely co-operating with the new Technical University of Dubai and with other technical universities in the world. It can also be a cultural centre showing exhibitions, paintings and sculptures as well as design studies. The Congress Area in the centre gives space for symposiums on aviation etc. The centre can become a true centre for innovation and research in aviation.

COMPLEXX has proposed a similar concept for an aviation centre to AIRBUS Industries Hamburg, Germany.



Nebelkammer



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AWARDS

ADC Deutschland, ADC Schweiz, Berliner Klappe, Cannes, CLIO, Comprix, Cresta International Advertising Award, Effi Award, Eurobest Award, Eyes&Ears Award, Gewinnende Werbung, Golden Award of Montreux, London International Advertising Award, The New York Festival

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