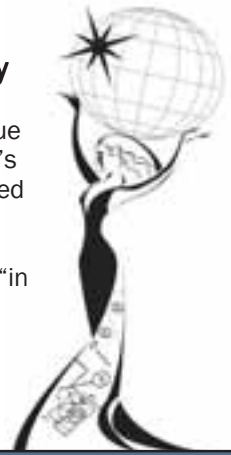


AOA - Development of Interactive Technology: MagiQuest Technology

With an initial application in a world of pixies, goblins, unicorns, and princesses at MagiQuest, Myrtle Beach, SC, MagiQuest Technology has first been developed as the MagiQuest Wand, a true interactive toy that elicits responses from the environment; it can store data relative to the user's game play that is automatically accessed in later visits. Each MagiQuest Wand can be customized by individual guests to reflect their own personal taste, and can interact with up to 250 "magic" effects within a given environment. The MagiQuest Technology is recognized for enhancing the guest experience, creative packaging, adaptability to individual players, and future potential for "in the home" use, thus extending the experience beyond a given venue.

12th Annual Thea Awards **MagiQuest Technology**



MagiQuest Technology is owned by and was initially implemented at MagiQuest by New Kingdoms, LLC, a partnership between Creative Kingdoms, LLC and Burroughs and Chapin (B&C)

Project Manager & Creative Director: Denise Weston, Creative Kingdoms
Designer & Executive Producer: Rick Briggs, Creative Kingdoms
Wand Creator: Jonathan Barney
Assistant Project Manager: Tom Jones

Product Design and Development

Retail Product Development & Management: Theresa Maupin, Creative Kingdoms
Product Engineers: Jason Emde, Dave Midgett, Jeff Kwok
Product Technology: Phil Hall, Brett Pierce
Product Design: Jeff Bergeron
Assistant Product Design: Dave Neihaus, Janel Hoog, Mike Klepper, Fred Meyer
Wand Production: Wah Shing Electronics, Ltd., Tmax International, Ltd.
Retail Buyer: Theresa Maupin, Barbara Cline
Buying Facilitator: Rachael Heafner, Kitty Murdock
Visual Merchandiser: Carol Crumling, Danny Millwood

Software Development and electronic Programming

Programming Project Management: Phil Hall, Creative Kingdoms
Embedded Electronics and Software Development: Phil Hall, Brett Pierce, Jason Geiger
Database Architecture: Dan Shapella
Network Architecture: Jonathan Platt
Application Development: Dan Shapella, Jonathan Platt
POS System Integration: Al Schaefer
POS System: Gateway

INITIAL ENVIRONMENTAL APPLICATION

Artistic Design: Kraemer Design and Production
Conceptual Design: Thinkwell Design and Production
Architectural Design: Jim Scheidel and Taylor Burch of The Cunningham Group
Game Design: Rick Briggs
Thematic Story and Design: Denise Chapman Weston

Master Magi Board of Directors: Austin LeForce, Louise Tracy, Zack Coates, Taylor Coates, Reed Truslow, Savannah Faulkner, Megan Riley, JC Cuomo, Zack Cuomo, Brad Cohen, Emily Weston, Arielle Weston, Aydan Weston, Amberlyn Jones, Lindsay Jones, Brian Hungerford, Kara Smith, Jacob Smith, Dalton Elliot, Haley Elliot, Shandi Movsky, Taran Movsky, Rosa Rea

Production

Site Production and Operations: Tom Jones, B&C
Site Construction Coordinator: Scott Rush, B&C

Interactive Play Structure

Play Structure Design and Structure Fabrication: Rick Briggs
Special Effects and Technology Director: Fred Frantz, Creative Kingdoms
Audio Visual Design and Installation: Brian Edwards, Edwards Technology Inc.
Special Effects Design and Fabrication: David Bush, Creative Kingdoms
Themed Set Production: John Oldham, Nancy Lindahl, Creative Environs; Exoscope; Laurie Trevethan
General Contractor and Rockwork: Richard Marks, Marks Construction
Electrical Engineering: Ken Lucci, Lucci & Associates
Special Effects Fabrication and Technology: Richard Robertson, Matthew Swenson, Rob Allen, Gregory Linker, Kim McCoy
Special Effects Carpentry: Kim McCoy, Paul Peterson, Ron Kaiser
Special Effects Site Coordinator: Rob Allen
Site Expeditor and Materials Acquisition: Fred Frantz, Creative Kingdoms
Special Effect Fabrication: Entech Creative Industries
Scenic Artists: Bryan Lanier, Tim Todd, Terry Adams, David Bledsoe, Steven Bifani, Jerrod Brown, Lonnie Hale, Brian Heeter, Bernice Miles, Marlen Mirabel, Jeanette Schuerr, Nathaniel Rigney, Randy Rhodes
Scenic Craftsmen: Mitch Mitton, Moses Solarzano
Rock Sculptor: Sergio Gonzales
Framing and Sheetrock Subcontractor: Young Ceilings



12th Annual Thea Awards MagiQuest Technology - 2

Set Production Support

Set Production Manager: Darren Odum
Purchasing: Edward Loose
Art Direction: Tom Goldsworthy
Graphic Design: Patrick Moran
Design Detailer: Tracy Sousa
Accounting: Penny Johnson
Project Assistant: Wendy Waters
Craftsmen: Bradley Shier, Doug Wiley, Jon Elwood,
Shawn Jenkins, Paul Moeller

Video, Animation and Sound Production

Executive Producers: Denise Weston, Rick Briggs
Producer: Jeffrey Pickett
Assistant Producer: Pam Tester
Computer Animation: Carl Braun, Casper McElwee,
Jim Perry, Steve Wimmer, Bryan Starr, Dan Beckman,
Thatcher Bell, Jason Anderson, Matt Priest
Video Editing: Ryan Bury, Tom Uhlis, Droop Stoner
Animatics Editing: Morey Gers
Storyboard Design: Jim Minton
Character Artist: Jeff Bergeron
Audio Director: Larry O'Neal
Audio Production: Jupiter Studios: Jim Callahan,
Amy Davis, Matt Sawicki, Mac Murphy, Zack Poettker,
Ben Kesler
Music Composer: Jim Callahan
Scriptwriting: Rick Briggs, Larry O'Neal, Jeffrey Pickett,
Marvin Johnson
Live Action Video Director: Mike Sneden
Director of Photography: Tom Petri
Bad Dog Pictures Crew: Tom Petri, Amir Ziv, Dan Desloge,
Dennis Finnegan, Ken Calcaterra
Soundstage: Visiontracks, Inc.
Set Construction & Gaffer: Mike Eyer mann
Costume Designer, Set Stylist & Property Master:
Laurie Trevethan
Seamstress: Cricket Vandover
Makeup Artist: Carolyn Parker

Live Action Cast

Questmaster: Bill Stine
Princess: Candice Night
Old Man in the Stump Status Station: Barry Hyatt
Lady in the Wall Status Station: Kelly Ruesing
Old Man in the Rock Status Station: Don Loucks
Shadow: Myron Freedman
Lady in the Leaves Status Station: Jessica Lockwood
Wand Tree Lady: Ourania Simms
Neland Quivermore: Jeremy Corray
Z'nort: Denise Weston

Voice-Over Talent

Goblin Guard: Alan Jay
Goblin King: Jeremy Corray
Dungeon Eyeballs Status Station: Alan Jay
Hover Voice: Meghan Maguire
Serena the Pixie: Kelly Ruesing
Gargoyle Status Station: Todd Gillenardo
Esmelda the Spider: Ann Mracek
Z'nort: Jeremy Corray
Dark One Eyeballs: Chet Sisk
Unicorn: Jill Postema
Owl's Nest Status Station: Ann Mracek
Dragon: Tim Gornet

Casting Director: Kim Swanson

Music

"Written in the Stars" "Way to MagiQuest"
Music written and arranged: Ritchie Blackmore
Lyrics: Candice Night
Performed: Candice Night and Blackmore's Night

Additional Location Video: David Wiesehan Productions,
Encore Video

Graphic and web Design

Web Site Design: David Coates, B&C
Graphic Services: Jim Bruno, Joe Burgess, Lori Buse
Signage: David Coates, Jim Kluge, Jim Higgins,
Mike Rogers, Lee Savidge
Print Production: John Whittington, Jim Floyd

Special Thanks: Doug Wendel, Jeff LeForce,
Jonathan Barney, DeWayne Booker, Austin LeForce,
Aydan Weston, Emilie Weston, Arielle Weston,
Cindy Cuomo, Heather Neal, Sharon Box,
Ginger Weldon, Chris Pickett, Darin Clifton,
Sharon Christopher, Azalea Agency, NOW Talent
Management, TalentPlus, Thee Raspberry Company,
Bettie Schwartz, Orlando Aquilos, B.J. Buckner,
Wyatt Pickett, Jenna Germer, Jordan Germer,
Madison Wimmer