

It's Alive® Co.

Technical Consulting, Design & Management



**The Best Technical Solutions for Attractions,
Exhibits & Experiences for Theme Parks,
Museums, Casinos and Entertainment Venues**



All logos and images are copyrighted by their respective owners.



Established in 1995, It's Alive Co. provides technical consulting, design & management for new and rehab attractions and exhibits for theme parks, museums, casinos and visitor centers.

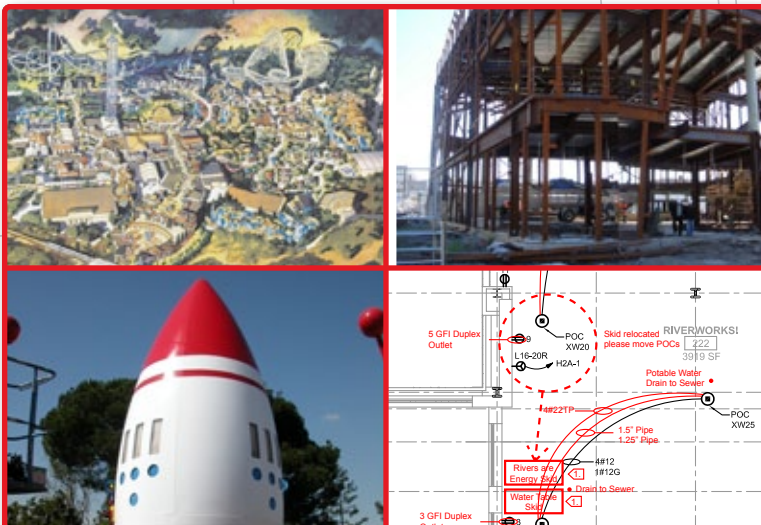
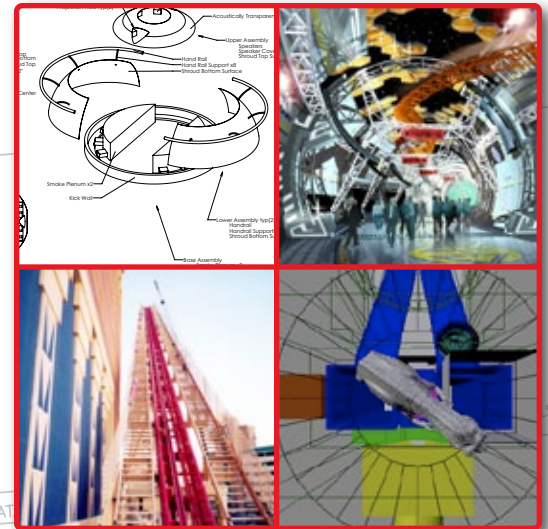
The mission of the company is to make projects go as smoothly as possible, saving the client headaches and money. Many clients are either in need of immediate help, or have internal departments that are too busy to tackle the problems. It's Alive Co. works hand-in-hand with clients to assess the extent of the problem and get the team moving forward as quickly and effectively as possible.

We at It's Alive Co. understand when budgets are tight and have developed special tools for addressing those limitations, including leadership consulting and fixed-fee turn-key services.

It's Alive Co. was founded by Bob Chambers, an industry veteran with over 20 years experience in design and production. Mr. Chambers got his start working under the tutelage of Disney veterans, and earned a reputation in the industry as a hard-worker and straight-shooter.

Under the guidance of Bob Chambers, the company services its client with experience, diligence and proactiveness. The leadership of the firm makes the big difference in the results of our work. We achieve better designs, preempt problems, minimize surprises, and create higher-quality more-creative projects that people want to see again and again.

See our list of projects for a better idea of how many people trust It's Alive Co.



There is no reason to search elsewhere for help. It's Alive Co. is your number one confidant, your get-it-done consultant. Judge us by the company we keep, and the clients that utilize our services.

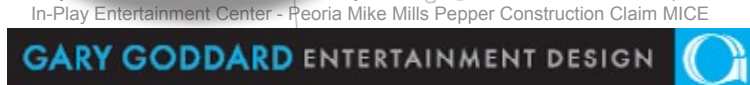
From theme parks to casinos, from corporate branding to museums, It's Alive Co. is there to help at every step of the way. We help large clients and small clients to realize their potential. We help them create and operate attractions, environments and events that surpass expectations and deliver true value to their guests. We look forward to adding you to our list of clients as well.

Clients & Projects

The company services the needs of the biggest names in the theme entertainment and experiential design industry. Our clients trust us to provide the best, and we strive to satisfy. We pride ourselves on the company we keep and want to add you as a Client as well. Please take a look at our client list, and check out a sampling of the projects we've worked on.

Companies we have worked with, and a list of projects we have contributed to.

Our work has resulted in higher quality attractions and improved performance at the following venues. We hope to add your location to our list of special places people want to see.



All logos and names are copyrighted by their respective owners.





Verbolten opened in Spring 2012 with a bang. Combining a truly Germany roller coaster with a giant dark building filled with special effects, lighting and sound, Verbolten delivers at Busch Gardens Williamsburg. It's Alive Co. provided technical direction, project scheduling and facility infrastructure coordination to FUNA and Inmotion Entertainment.

Four years in the works, the design and production of the Victory Theater 4D Sensory Experience, titled "Beyond All Boundaries" takes guests on an interactive, Tom Hanks-produced introduction to the Second World War. Using giant screen projection, classic theatrical trickery, a host of massive moving scenic elements, the Beyond All Boundaries show will become the new approach to museum experiential design.

It's Alive Co. provided Technical Direction to The Hettema Group from concept through commissioning of the technical systems including mechanical effects, moving scenic elements, special effects, audio, video, projection, theatrical lighting and moving seats.



Thea Award Winner

AAM Muse Award Winner



The Special Effects Theater at Universal Studios Singapore is classic movie-making disaster gone wild. During the presentation, guests will be immersed in all forms of aquatic mayhem, such as crashing waves, torrential rain and exploding boats. It's Alive Co. provided Show Production Management and Technical Direction to the owner during the critical design phases.

We provided Owners Representation to guide the design team during schematic and final design. The SFX Theater is the first attraction to be designed to a Universal standard under a licensing arrangement between Resorts World, the owner of the project, and Universal Studios Recreation

Come along on a wild ride with Bart! Guests follow along with the Simpsons as they careen and fly through their madcap world. Giant dome screen visuals and powerful motion-simulation cars provide a stunning experience. Universal Hollywood utilized It's Alive Co. for installation management during the crush of activities before the Grand Opening of the ride. IAC consultants became an immediate infrastructure boost to the Universal team – watching over the massive scenic contract. The result is an award-winning attraction that replaced the previous ride, Back to the Future.



Terminator 2 – 3D is an action packed 4D attraction originally built at Universal Studios Florida and reprised at the Hollywood and Osaka theme parks. It's all history now, but back in 1996, Universal's internal resources were tied up with other projects. The project schedule was ticking away, and they needed help. During the Design Analysis phase, there was a need to assess the actual costs and scope from the ground-breaking Florida project along with the preparation of a pitch for Universal senior management which would generate support and funding for the Hollywood T2-3D project. Universal required solid estimates on all sub-parts of the show and ride equipment totaling nearly \$15 million.

Universal contracted with It's Alive Co. (IAC) to provide Management Consulting for the project phases. IAC provided a technical direction to help create the show/ride budget, the facility impacts and the scopes of work for all show elements. IAC was integral to Universal's project team, participating in daily meetings and coordinating the information between internal Universal groups including Operations, Technical Park Services and Executive Staff.



The spectacular hillside Olympic Rings of Light Icon, which used 1850 high resolution points of light to form one of the largest light displays ever seen, was designed, fabricated, and installed by It's Alive Co.

Lit during the opening ceremonies, and relit nightly throughout, each of the five interlocking rings was individually illuminated by 370 light sources in four outlines.

Covering approximately 3.2 acres of land at a physical size of 552 feet wide and 232 feet high, each ring was 160 feet in diameter -- the size of a 14-story building.

Although the brightness of the icon display was equivalent to the headlights of more than 5500 cars, it was composed of compact and energy-efficient fluorescent lamps, each with the intensity of a 200-watt incandescent bulb but with a 71 percent savings in energy. Powered by two 100KW generators, the icon was set 6000 feet above sea level, and 1700 feet above the city of Salt Lake. In keeping with its theme of conservation and preservation, no powered earth-moving or brush-cutting activities were conducted during the installation of the display, and materials and people were brought on site by snow-cat and 4-wheel drive vehicles.

Services

The needs of our Clients vary greatly.

Our services are custom-tailored to the needs of the Client

Our services are delivered via a single consultant or an entire team of specialists, creating instant project infrastructure and creating immediate project momentum.

Schematic Phase (SD), Design Development Phase (DD) & Construction Documents Phase (CD)

- Project Coordination
- Project Technical Direction
- Technical Systems Design Documents
- Facility Impact Reports
- Liaison to Project Architects and Engineers
- Request-For-Proposal (RFP) Creation and Management
- Bid Analysis
- Project Scheduling
- Cost Estimating
- Project Budgeting Analysis
- Computer 3D Pre-Visualization Models and Videos
- Mock-Up Planning and Production

Production / Fabrication Phase Services

- Production Management
- Technical Direction
- Vendor Management
- Third Party Reviews
- Shop Drawing Reviews
- Liaison to Facility General Contractor
- Facility Readiness

Pre-Concept Design Phase

- Project Planning and Strategy
- Cost Estimating
- Project Scheduling
- Operations and Maintenance Analysis
- Technical Systems Preliminary Specifications
- Project Budgeting

Concept Design Phase

- Technical Systems Direction for Creative Design Guidance
- R&D Analysis
- Mock-Up Planning and Production
- Cost Estimating
- Preliminary Facility Impact Reports
- Preliminary Technical Systems Reports
- Computer 3D Pre-Visualization Models and Videos

Installation Phase Services

- Installation Management
- Technical Direction
- Liaison to Facility General Contractor
- Facility Readiness

Commissioning Phase Services

- Project Closeout Management
- Vendor Closeout Management
- Vendor-Owner Training Coordination
- Document Archiving
- Project Post-Mortem Reports
- Project Claims Analysis and Reports

It's Alive® Co.

Technical Consulting, Design & Management

Awards & Affiliations

We are proud to have been on the team of these award winning projects.

Thea Award Winners



Crane Dance at Resorts World Sentosa • March 17th, 2012

Space Fantasy The Ride at Universal Studios Japan • March 17th, 2012

Beyond All Boundaries • March 12th, 2011

The Simpsons ride at Universal Studios Florida and Universal Studios Hollywood • March 7th, 2009

The Shuttle Launch Experience Kennedy Space Center Visitors Center
• March 8th, 2008

Fear Factor Live • March 18th, 2006

Templo del Fuego • October 4th, 2003

Busch Gardens: Ireland • September 28th, 2002

Men in Black Alien Attack • September 22nd, 2001

Universal's Islands of Adventure • September 16th, 2000

Terminator 2: 3-D • September 12th, 1998

New York, New York Casino & Hotel • September 12th, 1998

AAM Muse Award Winner



Beyond All Boundaries • May 23rd, 2010

It's Alive Co. is a proud member of these organizations



All logos and names are copyrighted by their respective owners.

It's Alive® Co.

Technical Consulting, Design & Management

***The Best Technical Solutions for Attractions,
Exhibits & Experiences for Theme Parks,
Museums, Casinos and Entertainment Venues***

Choose It's Alive Co. on your next project. Add instant staff and momentum to your project. Solve project challenges now. Avert new problems. Discover new ways to save money, and meet or beat the schedule.

Maybe you need someone to give an opinion. Maybe you need an entire team to tackle major issues in a short amount of time. Either way, we are the source for experienced, trusted help.

It's easy to contact It's Alive Co. Just let us know who you are and what kind of project you have, and we'll be happy to provide you a no-hassle, no-obligation analysis of your project, the road ahead, and how we can help you meet your obligations and save you money.

It's Alive® Co.

Technical Consulting, Design & Management

2219 W. Olive Ave #378

Burbank, CA 91506

Phone: +1-818-237-3588

Email: Info@ItsAliveCo.com

Web: www.ItsAliveCo.com

