

KEN O'BRIEN

INFORMATION MEMORANDUM NO. 1-63

October 11, 1963

As stated in the August 19 memo to WED employees, the Public Relations Office will be distributing "Information Memoranda" from time to time. These items will be designed to provide you with information, which has been or can be discussed publicly without revealing confidential material.

Attached is the first of these memoranda. It is in the form of a profile on the "Audio-Animatronic" system -- what it is, how it works, etc. This profile will be distributed to the news media (along with others, as background information). to our clients and to appropriate WED, Studio and Disneyland personnel.

Please contact me if I may clarify any points about this material or be of assistance to you in any way.

WED ENTERPRISES, INC.

A large, stylized handwritten signature in dark ink, appearing to read "Bob Jackson".

Robert Jackson
Public Relations Director

RJ:mm

with Walt Disney's "It's a Small World," and "Great Moments with Mr. Lincoln" will be presented by Disney in the State of Illinois pavilion.

Life-force of the "stars" in these shows will be a new and highly versatile system of three-dimensional animation called "Audio-Animatronics," an entirely new concept in theatrical entertainment. This WED-designed medium electronically combines and synchronizes voices, music and sound effects with the movements of animated objects, ranging from remarkably life-like human, animal, bird and flower figures to their imaginative, highly stylized counterparts from the realm of fantasy.

Various degrees of sophistication -- from one or two simple movements to 29 complex body actions and 15 facial expressions (Lincoln) -- can be preprogrammed for each figure. In fact, an entire show -- theatre lighting, sound effects, stage-curtain operation and background music -- can be controlled by "Audio-Animatronics."

To accomplish these amazing feats, WED "imagineers" record audible and inaudible sound impulses, music and dialogue on separate magnetic tapes. Then, with precision usually characteristic only of space-age industries, they transfer these taped "messages" to a single, one-inch magnetic tape, which has up to 32 channels (tracks) controlling as many as 438 separate actions.

Play-back simultaneously relays music and voices to speakers, while sound impulses activate pneumatic and hydraulic valves within the performing figure. Air and fluid tubes and devices expand and contract accordingly to bring about animation. Sound impulses also control stage and theater lighting, permitting an entire show to be controlled from one tape.

The evolution of "Audio-Animatronics" began more than 10 years ago with work on mechanical (cam and lever) $1\frac{1}{2}$ -inch scale model human figures. Seeking more polished and versatile movements, WED launched the electronic-hydraulic-pneumatic approach in combination with the cam-lever principle for several Disneyland attractions, including inhabitants of Nature's Wonderland and the Adventureland Jungle Cruise.

Abandoning cams and levers entirely, WED introduced the first pure form of "Audio-Animatronics" with the summer, 1963, opening of Walt Disney's Enchanted Tiki Room at Disneyland. To the astonishment and pleasure of audiences, 225 "Audio-Animatronic" figures from the South Seas -- birds, tiki gods and flowers -- gather 'round a magic fountain to talk, sing, chant and beat drums. The entire show, which cost more than \$1 million to develop, lasts for 17 memorable minutes.

At the World's Fair, Walt Disney and WED Enterprises will captivate visitors with more than 456 "Audio-Animatronic" figures in a quartet of unforgettable shows. They will represent the latest achievements in this new, exciting and completely unique system for entertainment.

-O-

NOTE: The basic concept for combining life-like and fanciful objects with sound, preprogrammed and coordinated by tape, is subject to patent protection. All patent rights are owned by WED Enterprises, Inc. Patents have been applied for other features, devices, techniques and processes.