



世界最高を、  
お届けしたい。

NEWS RELEASE

Tuesday, March 12, 2013

## “World’s Best × World’s Best”

—The world’s best attraction has now adopted the world’s best imaging technology—

**The ride that has won awards for being the world’s best ride attraction for seven consecutive years has now incorporated the world’s best imaging technology 4KHD × 3D.**

**Riders will experience an excitement beyond their imagination, feeling as if the entire adventure is happening to them.**

### **The Amazing Adventures of Spider-Man™ - The Ride 2**

**(Grand open on Friday, July 5, 2013)**

On Friday, July 5, 2013, Universal Studios Japan will grand open the virtual three-dimensional ride attraction, The Amazing Adventures of Spider-Man™ - The Ride, that has won the award for the world’s best attraction for seven consecutive years, by adopting 4K high definition (4KHD), the most advanced imaging technology.

**First and only ride attraction with the world’s best super high resolution 4KHD X 3D technology in Japan! Ride motions enabled by cutting-edge synchronizing technology creates entertainment for the next generation.**

The Amazing Adventures of Spider-Man™ - The Ride is an epoch-making attraction created by combining more than 100 different special effects including lights, sounds, fire, smoke, and water splashes with the amazing ride vehicle movements linked with Spider-Man’s motions on the screen. The ride has been highly rated by media around the world. In the U.S., The Amazing Adventures of Spider-Man™ - The Ride has won the Golden Ticket Award in the Best Dark Ride category for seven consecutive years, a historic first.

The Amazing Adventures of Spider-Man™ - The Ride 2 which will grand open this summer, will further solidify this ride as the world’s best ride with the world’ best 3D images combined with 4KHD technology, and ride motions enabled by cutting-edge synchronizing technology. With overwhelming reality and extreme excitement, the ride allows riders to feel as if the entire adventure is happening to them.

\* The attraction has won the Golden Ticket Award presented by Amusement Today magazine in the Best Indoor Ride category for seven consecutive years

\* 4KHD × 3D projector server with the world’s best specifications as a 3D projector server in operation (Researched by USJ Co., Ltd., on December 10, 2012)

\* The only 4KHD × 3D ride attraction used at an entertainment facility in Japan (Researched by USJ Co., Ltd., on December 10, 2012)

TM & ber 104KHD × 3D ride at 2013 Universal Studios. All rights reserved.

#### **The Amazing Adventures of Spider-Man™ - The Ride 2: Outline**

**① 4KHD, the world’s best cutting-edge imaging technology adopted for a 3D ride attraction for the first time in Japan. The next generation ride attractions with 4KHD allows riders not only to “watch” images but also to “be involved in actions” in the images.**

The ride attraction has adopted 4KHD for a 3D attraction for the first time in Japan. 4KHD enables beautiful and high resolution images with four times the resolution of full high vision. To offer 4KHD images, the attraction will adopt both of a state-of-the-art 4K projector (35,000 lumens) and an uncompressed 4K server for the first time ever at an entertainment facility in Japan. Extreme imaging such as the texture of Spider-Man’s finger tips seen through his costume, the muscles of his entire body, and even the showcase windows in the streets of New York are 3D images which are clearly and precisely projected on

the 12 large 3D screens, which happens to be the largest curved screen in the world (approx. 18 meters wide and 9 meters high). These efforts have successfully created an extremely realistic ride attraction environment where riders find it difficult to distinguish the virtual world from real world. The Amazing Adventures of Spider-Man™ - The Ride 2 with 4KHD will allow riders not only to “watch” images but also to “be involved in actions” in the images.

**② Extremely sophisticated and realistic ride motions originally developed by Universal Studios**

The attraction vehicle that enables 360-degree full revolution has been developed and produced by the U.S.-based company, which supplied materials to NASA for the Space Shuttle. The vehicle has totally renewed its movements in accordance with 4KHD × 3D images. For example, in a scene where Spider-Man jumps into the vehicle, the ride motion reflects not only the impact of Spider-Man landing on the hood but also even very slight weight shifts occurring when he speaks to the guests and the vibrations generated when Spider-Man runs beside the guests. The very precise ride motions proprietary developed by Universal Studios’ Technical Team create the illusion that the virtual reality in the image on the screen has been transferred into the real world.

Course	Total track length: 368 m / Facility area: 12,000 m <sup>2</sup> (equivalent to more than 60 tennis courts)
Time	Approx. 5 minutes
Projection System	4K projector (35,000 lm) / 4K server (uncompressed)
Screen	3D screen curved 170 degrees both vertically and horizontally, approx. 18 meters wide, 9 meters high 3D screen: 12 / 2D screen: 1
Vehicle	Specification: Capacity: 12 persons per car (4-seat single row × 3 lines) Designed and manufactured by the U.S.-based cutting-edge technology company which supplied materials for the Space Shuttle and provided training programs to the National Aeronautics and Space Administration (NASA) in its space venture.

The Amazing Adventures of Spider-Man™ - The Ride 2 is sponsored by Nomura Securities, Co., Ltd., one of our Corporate Marketing Partner companies.

\*\*\*

About Universal Parks & Resorts: Universal Parks & Resorts (UPR), a unit of Comcast Corporation’s NBCUniversal, encompasses today’s most relevant and popular entertainment experiences. With three-time Academy Award winner Steven Spielberg as creative consultant, its theme parks are known for some of the most thrilling and technologically advanced “ride-the-movies” motion picture and television show-based attractions that cannot be found anywhere else. NBCUniversal owns and operates a valuable portfolio of news, sports and entertainment networks; Universal Studios, a premier motion picture company; significant television production operations; a leading television stations group; and world-renowned theme parks. NBCUniversal is wholly owned by Comcast, a global media and technology company.

\*\*\*

In March 2012, Universal Studios Japan opened "Universal Wonderland," the world's most sophisticated family area comprising 28 facilities, including attractions, shops, and restaurants. It is a vast family area boasting a total area of 30,000m<sup>2</sup> where everyone in the family from small children to adults can enjoy to the fullest all day.

Universal Studios Japan aims to create a space where world-class memories are created with the world-class quality entertainment.

General inquiries regarding Universal Studios Japan are received at the information center (Tel: 0570-20-0606). The Universal Studios Japan official website is at [www.usj.co.jp](http://www.usj.co.jp) and is accessible from personal computers, mobile phones, and smart phones.