

INTRODUCING THE SENSORAMA SIMULATOR

The Sensorama Simulator is an entirely new kind of communication device which creates for its user the illusion of being physically present in a different environment.

It accomplishes this through a cinematic technique that for the first time combines three-dimensional motion pictures, peripheral vision, binaural sound, aromas, and tactile sensations.

Notwithstanding the wide range of its sensory impact, the Sensorama Simulator is portable and easy to install and operate in any location.

The unit which measures 2-1/2 feet wide, 5 feet deep and 6 feet high (without top sign) or 8 feet high (with sign), and weighs 700 pounds, quickly separates into four sections (base, lower cabinet, upper cabinet and sign) that can be transported in a panel truck. Two men can assemble the machine in five minutes. It operates off normal 110 AC (wall current) and needs no special wiring. The Simulator rewinds itself automatically and once installed, requires no attendant.

Another unique feature of the machine is that it completely isolates the spectator from the surrounding environment. No matter how noisy the area about the machine (telephones, typewriters, crowds, traffic, etc.) it in no way detracts from the purity of the spectator's experience.



Thus the machine can be used in noisy sales offices, transportation terminals, trade shows, etc., where other film systems would be at a disadvantage. Conversely, the Simulator creates no noise or light to interfere with the atmosphere around it. Thus it can operate in quiet banks and show rooms where other systems would distract. Although the Simulator reaches one person at a time, it is capable through time of reaching a great many people.

With a 3 minute sales film one Simulator can reach:

18 people an hour
216 people a day (12 hour day)
1,296 people in a 6-day week
67,392 people a year

If ten machines are used, then 673,920 can be reached in a year.

Upon request, a two seater model can be built that will double the above capacity.

The Simulator has broad applications in the following areas:

1. ENTERTAINMENT

For 25¢ a person will be able to buy an experience of incomparable excitement and pleasure. A wild motorcycle ride, water skiing, sky diving, tobogganing, skin diving, a gondola ride in Venice, bullfighting, a helicopter ride through the Grand Canyon, an intimate view of Michelangelo's David, are only a few.

Coin-operated amusement simulators are ideal for airports, railroad stations, bus terminals, bowling alleys, shopping centers, drug stores, county fairs, amusement parks, etc.

2. PUBLIC RELATIONS

The Sensorama Simulator offers to industry, major institutions, the travel business, and Government, a unique and persuasive way of informing the public about their services or products. The simulator can be

placed in trade exhibits, ticket offices, dealerships, lobbies, traveling vans or in public areas as a freestanding advertisement. The exterior of the machine can be designed to bear the client's name and theme.

3. EDUCATION

Because the simulator conveys more information in a given period, it dramatically shortens the length of learning time and helps make complicated ideas clear.

Industry, Government, and the Academic world can use the simulator as an automatic teaching machine, particularly in subjects as mechanics, geometry, physics, sculpture, surgery--where spatial relations are important.

Its convincing "realism" also makes Sensorama an excellent Simulator for pilot and driver training and because people in Sensorama have a palpable reality the Simulator is very effective in training employees in interpersonal relations.

4. PSYCHOLOGICAL RESEARCH AND PSYCHOTHERAPY

Sensorama offers psychologists a unique tool for testing--emotional responses, learning processes, sensory perception, etc. For the first time they can create completely original and controlled environments that are identical for each subject. As a sophisticated type of Rorschach test the Simulator can help the analyst uncover the phobias and anxieties disturbing his patient; and by using specially programmed material, possibly alleviate these conditions.

The Sensorama Simulator is broadly protected by U. S. Patent Numbers 2,955,156 and 3,050,870.

Price. \$6,000.00

(Note: Leasing arrangements can be made if desired.)

Conventional films cannot be used in the Sensorama Simulator, BUT Sensorama films can be printed down to conventional 16mm format for distribution through regular film channels.

Using the special Sensorama cameras it has designed and built, Sensorama, Inc. will produce films of high professional quality for clients at competitive commercial rates.

Samples of Sensorama's film-making capabilities can be seen upon request.

Sensorama, Inc. is a New York corporation, founded in 1963 for the purpose of developing the Sensorama concept, manufacturing Sensorama Simulators, and producing films for them.

President:

Morton L. Heilig--37--is the inventor of the Sensorama Simulator. After graduating from the University of Chicago, the Centro Sperimentate de Cinematographa (Rome), and obtaining an MA degree in Communications from the University of Pennsylvania, Mr. Heilig has pursued a double career as inventor-film maker. He has produced, directed, and photographed some 50 documentary films--many for David Brinkley's Journal and Chet Huntley Reporting. These have won him two Fulbright Scholarships, the NBC Presidents Award, the Cine Foundation Award, and First Prize International Documentary Film Festival, Oberhausen.

Vice President:

John B. Miller--32--is an investment banker who joined with Mr. Heilig in developing the first professional prototype of the Sensorama Simulator. Formerly, as a Vice President, he handled financing, merchandising and public relations for the nationally organized R. H. Miller 80-store chain.

For a demonstration of the Sensorama Simulator --and further information --contact:

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