



# THE ILLUSION FACTORY®

AN ILLUSIONQUEST STUDIOS CORPORATION

Firsts

# The Illusion Factory Has Been First To Invent Or To Achieve Many Times

## 1979 - FIRST TO CREATE AND DISTRIBUTE BLANK PHOTOGRAPHIC GREETING CARDS

The **Illusion Factory** was founded with 24 pictures and glorious blankness inside. Soon, we were the best selling greeting card line in colleges and universities nationwide. (I discovered that I was not the only student who hated insipid prose inside greeting cards).



## 1981 - FIRST TO CREATE MOTION SENSORY TECHNOLOGY - SENScape VISUAL EFFECTS McD-1 THEATER FOR McDONALDS.

A **McDonalds** Restaurant across from **Hollywood Park** was themed as a star port with an adjoining space shuttle. The **Illusion Factory** designed the visual theme, produced the film, created visual effects throughout the room, including vibrating seats, sirens, strobes, and sound effects so that the customers would have an immersive experience. All programming had to be encoded this onto Super beta tapes. This was all done before computers were available. **ABC Eyewitness News** called it "The first in the world of its kind."



## 1981 - FIRST TO CREATE ECHOGRAPHIC FIBER OPTIC SIGN SYSTEM

For use inside the **McD-1 McDonalds Space Shuttle Theater**, The **Illusion Factory** conceived and created a fiber optic sign, working behind security mirrors, to produce a spectacular animated 3D Ship logo.



## 1981 - FIRST TO INVENT AND MANUFACTURE A VIDEO AMPLIFIER FOR USE IN THEATRICAL PRODUCTION SHOOTING FILM

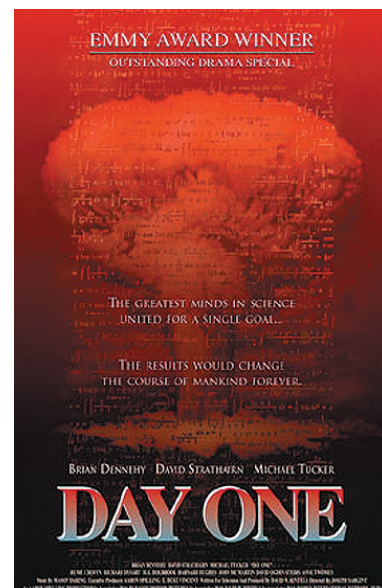
The **Illusion Factory** wrote the code and produced an early video signal amplifier to allow the video assist cameras, (which were installed into theatrical film cameras for instant playback on set), to see the image in the same low light conditions that high speed film was able to register.

## 1982 - FIRST 3D PARABOLIC VISUAL EFFECTS MIRROR HOLOGRAM

The **Illusion Factory** collaborated with **The Grand Mirage Company** to make visual illusions appear in mid air using a clamshell paired set of parabolic mirrors. You may have seen the little version that floats a penny atop an oval shaped dish. We did the **Back to the Future Delorian** on stage at **Universal** with this tech.

## 1989 - FIRST TO USE KEY ART AND TRAILERS TO PROMOTE FILMS AND MINISERIES MADE FOR TELEVISION

The **Illusion Factory** transformed the marketing of made for television films by using the same techniques already in play for theatrical films. This campaign was for **World International Network** and **Aaron Spelling Productions**. The television industry soon followed suit.





## More Firsts....

### 1999 - FIRST TO PROMOTE THEATRICAL LIBRARIES FOR TELEVISION USING CUSTOM ENGINEERED BANK VAULTS

Warner Bros. International Television asked The Illusion Factory to design and produce custom bank vaults to house brochures of their entire theatrical library using custom printed cards and a preview VHS tape to show off the library for international sales. Illusion Factory engineered and built these vaults to NASA MilSpec details.



### 1999+ - FIRST TO BUILD A WEBSITE FOR A MAJOR TELEVISION SHOW

Working with Warner Bros. International Television and Warner Bros. Television, The Illusion Factory created websites for the fans to deepen their experience with the programs they love. Each website was also complete with a game to further the user experience. Auditioning for a position in the mob, diagnosing a patient, fresh into the ER, answering questions on controversial topics by the press as you run for President, and competing with your friends about how much they knew about Friends, were some of the very first games for television shows put on the internet.



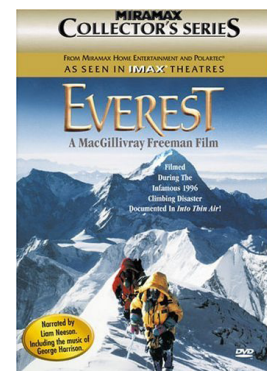
### 2000 - FIRST TO CREATE CYBERMAIL

We created a process in which a video would instantly play inside the email client when a viewer would open their email. This product was used to promote Warner Bros. Television Programs as well as to promote the IMAX format film, NSync Bigger Than Live.



### 2000 - FIRST TO CREATE THE ABILITY FOR PATRONS TO PUT THEIR FACE ON THE COVER OF A MAGAZINE

As a promotion that The Illusion Factory was producing for IMAX to promote their release of Everest, a system was created with the computer to merge a picture taken at a special event hosted by Kodak to have themselves inserted onto a body on the side of a mountain on Mountaineering Magazine.



### 2000 - FIRST THEATRICAL STANDEE TO USE A MOTION SENSOR AND A SOUND CHIP

For the debut of the NSync Bigger Than Live Imax film, The Illusion Factory designed and produced theatrical standees with motion sensors so the standee could detect a patron walking by and play a segment of a song from their huge megahit album.



## More Firsts....

### 2002 - FIRST AWARD WINNING COUNTRY MUSIC VIDEO OF THE YEAR TO USE MONET STYLE ANIMATION

Arista Nashville hired **The Illusion Factory** to create all of the animation and visual effects for **Alan Jackson's** new song, **Drive: For Daddy Gene** to be distinguished as a first of its kind **Monet** style animated music video.

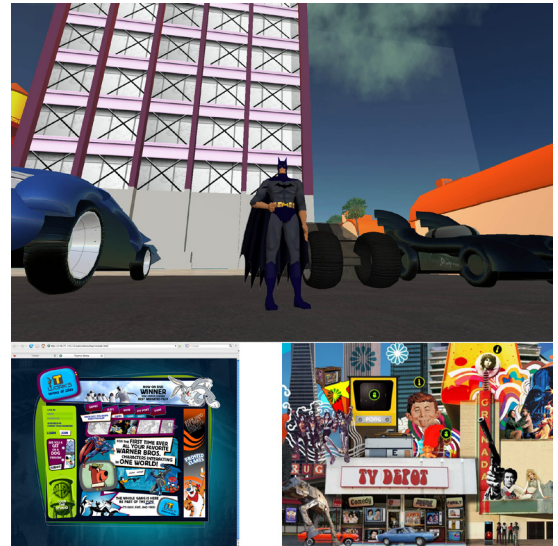
**Winner Music Video of the Year - Country Music Awards, Nominated for Music Video of the Year** in the **American Music Awards** and **Billboard Awards**.

Watch the video here: <https://youtu.be/dQe3DKDQRRs>



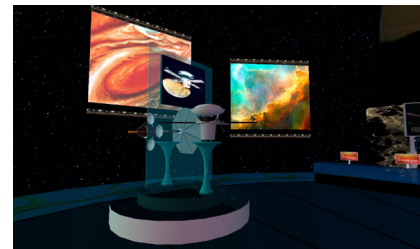
### 2003 - FIRST TO BUILD AN ONLINE VIRTUAL REALITY THEME PARK FOR A MAJOR ENTERTAINMENT STUDIO

Working in concert with **Warner Bros. International Television**, **The Illusion Factory** built three online theme parks for television fans to experience a much deeper show engagement. **T-World** was built in both a 2D format and a 3D format and was the very first theme park that would be inhabited by ALL cartoon characters in one environment. **IN2THE70s** was built as an online interactive experience.



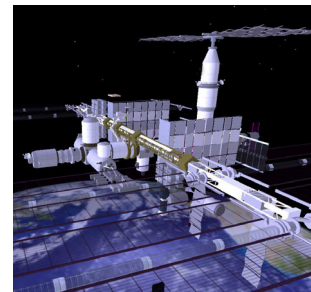
### 2004 - FIRST VIRTUAL WORLD MUSEUM BUILT TO A SPACE PIONEER

**The Illusion Factory** built the **Carl Sagan Museum** in **Second Life** to honor **Mr. Sagan's** influential career as one of the leading astronomers, cosmologists and astrophysicists.



### 2004 - FIRST VIRTUAL WORLD INTERNATIONAL SPACE STATION TOUR BUILT FOR NASA

Creating the **International Space Station** to details provided by **NASA** was a privilege that enabled **The Illusion Factory** to expand its educational influence in the VR realm.



### 2004 - FIRST VIRTUAL WORLD MS FLY FUND RAISING EVENT

Creating the **MS Fly** for the **National Multiple Sclerosis Foundation** was unique in that it created the opportunity for MS patients to participate in the fund raising event using their virtual avatars in ways that were previously impossible to participate and raise money in the real world.





## More Firsts....

### 2004 - FIRST TO BUILD A FULL REPLICA OF A LAS VEGAS CASINO IN VIRTUAL REALITY

We created a **Bellagio** replica in **Second Life** as we were initiating our program to build out **VWorld** that would replicate the entire **Las Vegas Strip**. **The Illusion Factory** collaborated with key lawmakers in Nevada to set up the **Virtual World Gaming Commission** to regulate online gaming.

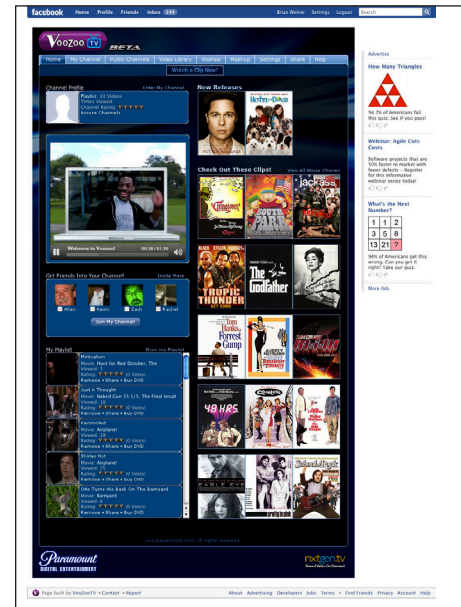


### 2005 - FIRST TO CREATE AND PATENT TECHNOLOGIES ENABLING SHARED COLLABORATION IN THE VIRTUAL SPACE

**The Illusion Factory** created shared collaboration in the virtual space by writing a system that enabled users to concurrently watch the same video stream from multiple locations on demand. We created many uses and installations of this technology. Patent awarded in 2011.

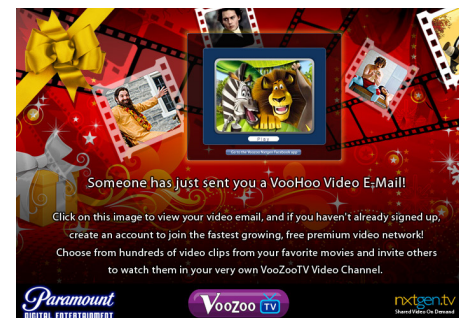
### 2007 - FIRST TO CREATE A SHARED VIDEO ON DEMAND THEATER FOR A MAJOR STUDIO INSIDE FACEBOOK

**Paramount Digital Entertainment** hired **The Illusion Factory** to build a custom theater state of the art system, called **VooZoo**, inside **Facebook** to promote their DVD sales and theatrical sales by taking many wonderful fan moment bytes and making them shareable inside the **Facebook** Environment.



### 2008 - FIRST TO INVENT AND DEPLOY VMAIL

As part of the **Paramount Digital Entertainment** system called **VooZoo** inside **Facebook**, **The Illusion Factory** created **VMail**, a revolutionary product that allowed fans to merge clips with backgrounds and their own text machine to create unique hybrid **VMails**.



### 2008 - FIRST TO CONCEIVE AND DEPLOY A LIVE FANTASY SPORTS GAME FOR CASH IN THE UNITED STATES

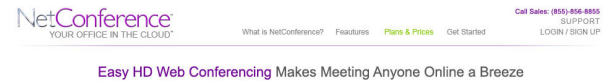
**The Illusion Factory** built, tested and then deployed... for no cash only (under advice from counsel), the first Live Fantasy Sports Game in the United States called **FantaZSports**.



# More Firsts....

## 2008 - FIRST TO BUILD A FULLY FUNCTIONAL NETCONFERENCE SUITE AND DEPLOY IT GLOBALLY

The Illusion Factory created **NetConference™ Your Office in the Cloud** and was first to unite video conferencing with shared video on demand, shared desktop, shared application, shared whiteboard, and countless additional functionalities and features which **The Illusion Factory** spun into **NxtGenTV**.



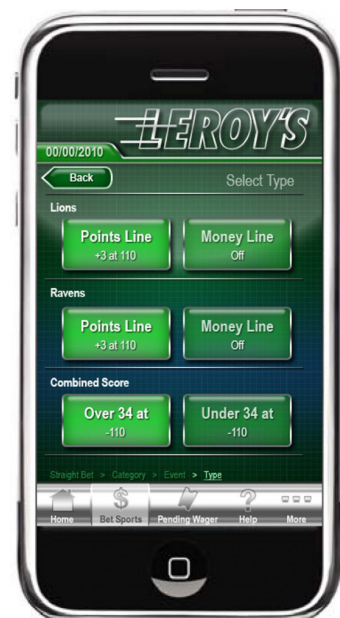
## 2010 - FIRST TO BRING 16 PEOPLE TOGETHER IN A VIDEO CONFERENCE ON TABLETS

As **NxtGenTV** grew, **The Illusion Factory** worked to improve video algorithms to improve the ability for multiple people to meet online in the virtual space in both tablets as well as desktops and laptops.



## 2011 - FIRST COMPANY TO BUILD A LEGAL SPORTS WAGERING APP IN THE UNITED STATES

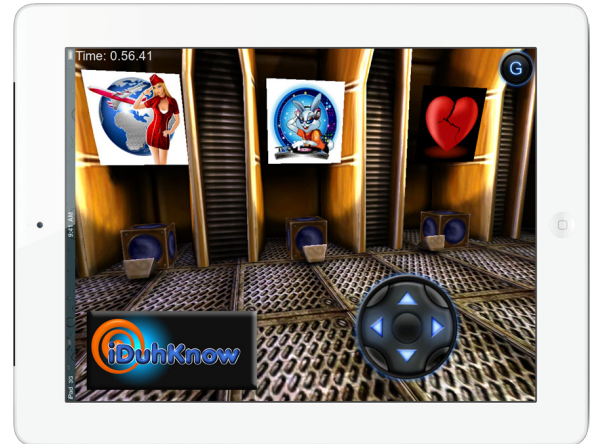
The Illusion Factory's release of **Leroy's Sports Wagering App** for **American Wagering** was the very first time that **Nevada Gaming** gave permission for a wagering app product to be cleared for market.



## More Firsts....

### 2011 - FIRST COMPANY TO BUILD A VIRTUAL REALITY ENVIRONMENT ON A TABLET

The **Illusion Factory's** release of **iDuhKnow** on iPhone and iPad was the first VR Tablet experience for interactive gaming on mobile devices.



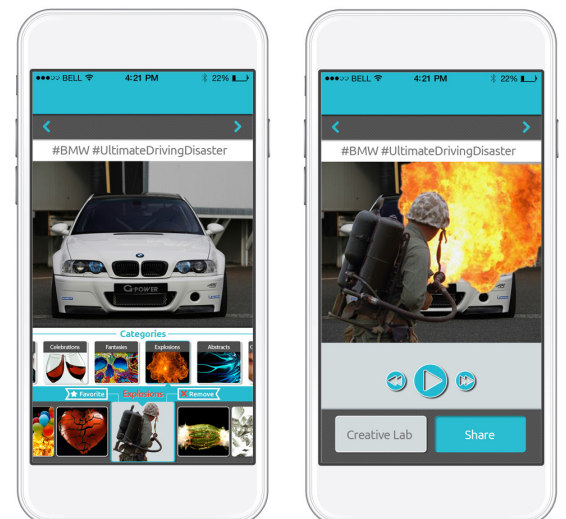
### 2013 - FIRST TO CREATE AUGMENTED REALITY TELEVISION MUSIC VIDEO

Pairing our talents, with global superstar, **Mel B**, **The Illusion Factory** created **Augmented Reality Television** and made it recordable as stills and motion content.



### 2014 - FIRST TO BUILD THE EXPRESSION ENGINE - AUGMENTED REALITY OVERLAYS TO CONVEY EXPRESSION OF EMOTION

The **Illusion Factory** created one of the most dynamic and interactive app systems and social media platforms of its kind by creating the expression engine which leverages **The Illusion Factory's** proprietary **Augmented Reality Television** with a suite of dynamic tools and systems for rating of brands, and engagement of a deep user experience.



### 2016 - FIRST TO BUILD AND DEMONSTRATE A SIX TRIGGER SYSTEM ON IPHONE FOR RECEIVING OFFERS

The **Illusion Factory** converted their **ARCardz** Augmented Reality Television App into **Sizzle**, by pairing all of the **ARCardz** functionalities with the functionalities that were part of **Advonce** by **J. Anthony Forstmann** and his team and building them into an even more dynamic business model than either **ARCardz** or **Advonce** were leveraging prior to this merger.





# More Firsts....

## 2016 - FIRST TO BUILD THE GLOBAL STANDARD FOR THE OFFER AND INFORMATION ENGINE

The **Illusion Factory's** release of **Sizzle.network** enables our customers to program offers for all locations, all media on a global basis. Sizzle is the going to become the global offer and information platform from which all offers will be directed, channeled, distributed and re-deemed.





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