



Abercrombie & Fitch



TWOFOUR54 media zone in Abu Dhabi's Mina Zayed is futuristic and retro at once, with fascades capable of projecting light displays.

9 Theme Park Metropolis

Conveniently located in the heart of Abu Dhabi, Warner Bros. Studio City is the most ambitious and innovative theme park in the world. Featuring characters and rides from all of the Warner Bros. universes, the fantastical theme park cements Abu Dhabi's reputation as the complete family destination. Pack up the kids and let the fun begin!

55 Interactive Vacationer

The engineers behind Studio City Abu Dhabi reimaged the theme park experience from the ground up, teaming the world's greatest minds in the field of next generation entertainment to conceptualize and realize the most interactive park experience in existence. With "Keys" to the park, each guest is provided an individualized "guide" for the journey through Studio City, ensuring the visitors' experiences are as unique as the guests themselves.

65 Fun Dining

Studio City realized that great dining is an essential element of a complete entertainment mix. Offering a unique, highly differentiated assortment of dining choices to satisfy every family's palate, Studio City takes dining to a whole new level. So whether you choose to dine in the Bat Cave or sample organic, thoughtfully prepared cuisine from world renowned chef Jamie Oliver, Studio City promises to satisfy your hunger and satiate your senses!

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pure imagination holdings



WELCOME TO
STUDIO CITY

*THE WORLD'S BEST NEW THEME PARK
HAS JUST OPENED ITS GATES*

THE ENTRY PLAZA is an amazing polished gold Warner Bros. logo, backlit by glass enclosed projection screens, with an incredible LED screen that wraps around the center, illuminating gawking spectators.



*As a child, **I loved to travel**, not so much for the joys of the cramped journeys in our family's station wagon, but because of **the destination.***

I knew then that it was my calling to see the world. As luck and hard work would have it, I became a senior correspondent for Condé Nast Traveler, a job which provides a life full of destinations. When my editor approached me about doing an article for the latest theme park in Abu Dhabi, I fell out of my chair... seriously, I have the bruise to prove it. I'm still a kid at heart, after all, but more importantly, I have a family of my own now, and I have long been promising them a family vacation. I called a family meeting (Connor, 13, Chloe 10, Isabella, 6), and I announced proudly, "I have a surprise for you. There is this new theme park in Abu Dhabi called..."

"WARNER BROS. STUDIO CITY ABU DHABI!!!" They all finished my sentence, even my wife, Nina. Apparently, the Internet has been abuzz about the new theme park. My wife even grabbed her phone to show me a clip her friend, Sarah, had sent her from Abu Dhabi. Sarah has even blogged about it. It seems the only creatures in this family who hadn't heard of the park are myself and our dog, Hoss, but even he seemed to look at me with a sense of embarrassment. "When do we leave?," my son asked.

The children were on Spring Break, I was on special assignment, and my wife was on Cloud 9. And we were soon all on board a beautiful new Etihad Airlines Super Jumbo Jet bound for Abu Dhabi.



AMUSING FACTS: FERRARI WORLD offers more than 20 unique rides and attractions for visitors of all ages and interests—from speed thrill rides to advanced simulators and family friendly attractions. ● **FW's FORMULA ROSSA** is the world's fastest roller coaster,

propelling guests forward from 0-100 km/h in less than two seconds. ● **YAS ISLAND** occupies a total land area of 2,500 hectares (more than 6000 acres). Yas Island is home to world class hotels, Ferrari World, the Yas Island Water Park, and the latest pearl in the necklace of the

Arabian Gulf, Warner Bros. Studio City. ● **YAS ISLAND WATER PARK** is over 13 hectares and utilizes the most advanced water filtration and energy efficient water pumps ever created. ● **WB STUDIO CITY** has helped make Abu Dhabi the most popular tourist destination on the planet.

We were soon all on board a beautiful new **Etihad Airlines Super Jumbo Jet** bound for **Abu Dhabi**



DIAMOND FIRST CLASS is a virtual luxurious hotel room in the sky, with 23" personal LCD TVs, private cabin screen doors and wardrobes, and incredible flatbed seats made of leather by world-renowned manufacturer Poltrona Frau, supplier's of Ferrari's interiors. It's no wonder Etihad was named the Best First Class Airline in the World.

THE FLIGHT

Remember how I said it was all about the destination? Well, that held true until I stepped on board Etihad Airlines, an airline which truly does "put the pleasure back in flying." As the National Airline of the United Arab Emirates, Etihad promises to deliver the best of Arabian culture, and they fulfill that promise and then some. With a focus on each of us as a "distinguished Guest," we basked in the joy of warm, considerate, generous staff who seemed to always be there when we needed them. It didn't hurt that each of us could choose our own individual entertainment on an E-BOX, our on-demand system with a choice of 600 hours of entertainment. After just a few minutes on board, it became quite obvious why this airline has become the fastest growing airline in the history of commercial aviation.

It was sometime around 8 p.m. when we began our descent into what can only be described as an oasis: a sparkling gem amongst the Emirates, Abu Dhabi. The lights of the sprawling city glistened across the waters of the Arabian Gulf. The city sparkled as a testament to the bustling life of the Corniche, a waterfront thoroughfare that provides access to the gulf's turquoise waters and one of the world's most opulent hotels, the Emirates Palace came into view. Set on 1.3 kilometers of beachfront, the palatial structure oozes elegance and wonder even at 10,000 feet. It was truly one of the most magical sights I had ever seen, one that required I wake my kids to experience it first hand.



THE NEXT MORNING

I woke this morning to all three of my children fully dressed, pawing at me to get ready. It didn't take much convincing. Who wouldn't want to jump out of bed when he is in paradise? A quick breakfast at the Cascades restaurant gave me a glimpse at not only some of the finest culinary treats in the world, but the West Wing Adventure Pool proved that Abu Dhabi has positioned itself as a complete destination, one with everything an adult or child could ever want. From the lands that first introduced language and culture, Abu Dhabi has shown a keen eye to melding the past with the future, and it has done so with absolute commitment to the entire family. Whether we want to go shopping at the traditional souks for the finest of handmade carpets and textiles or dabble in haute couture at some of the best marble clad malls the world has to offer, Abu Dhabi has it. I mention shopping because, as I explained before, I did bring my wife, and she's like a kid in a candy store here. But shopping will have to wait, for as I savor the last drop of my Arabic coffee, my daughter is pulling on my shirt to get to the park. With all of the other amazing options for family entertainment here, I almost forgot why we came. But, as I was about to find out, Studio City would leave an impression that I would never forget.



EMIRATES PALACE is located in the capital of the United Arab Emirates, the magnificent Emirates Palace is a national landmark and one of the most impressive hotels and conference venues ever built. • The Palace boasts 302 Grand rooms and 92 magnificent

suites each combining the ultimate in luxury with state of the art technology • Emirates Palace offers the world's most expensive one million dollar tailor made suite holiday. • Marble imported from 13 countries across the world • Boasts a total of 1002 chandeliers,

the largest weighing 2.5 tonnes • 58 escalators and 102 elevators, with a maximum capacity up to 55 persons per elevator • 1300 employees from 58 different countries • 1 km from wing to wing, 100 hectares total area.



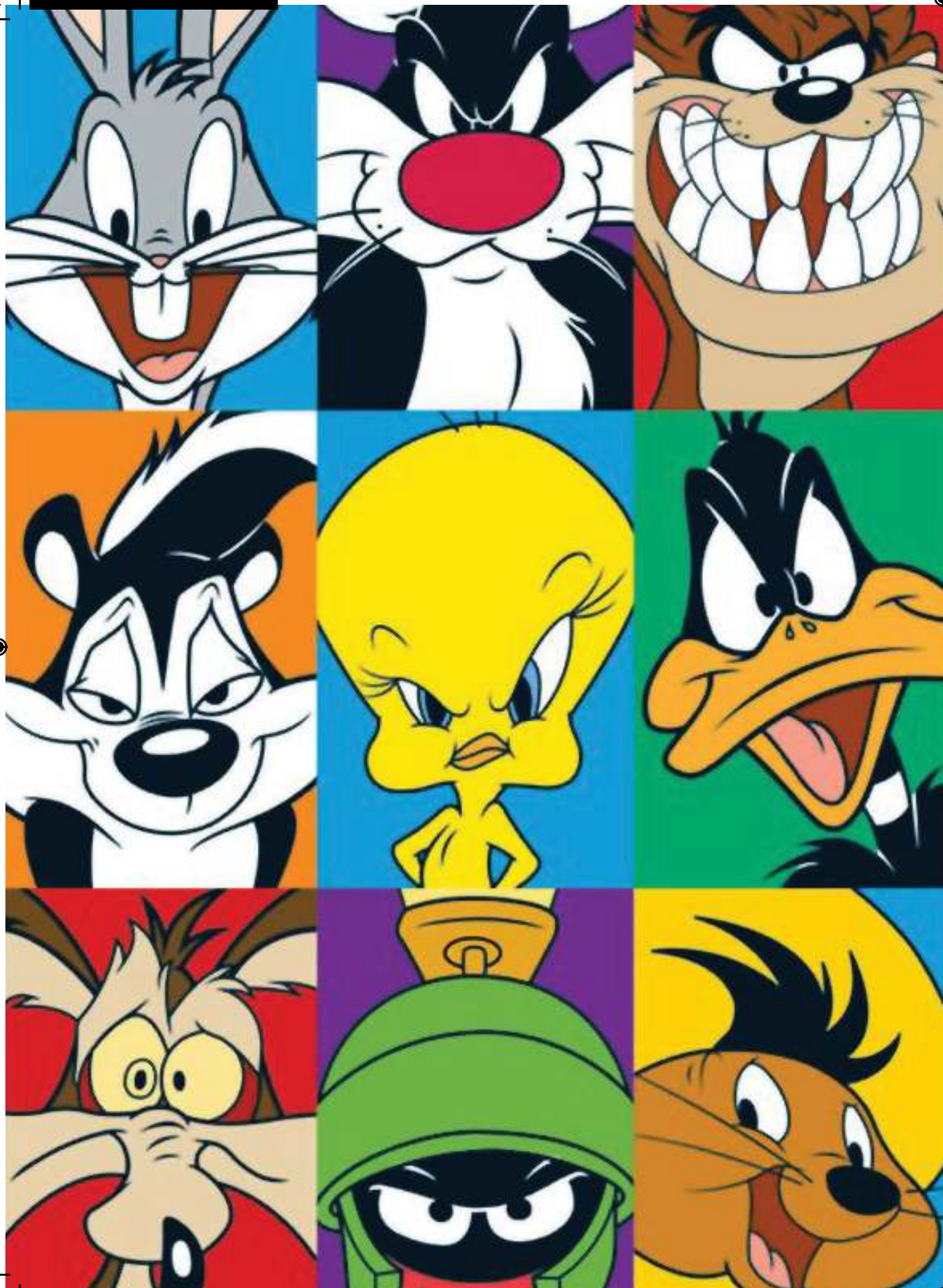
WARNER WALK OF FAME

It takes a lot to bowl me over. I travel the world, I have been to exotic locales and walked the halls of the Louvre, but the WARNER WALK OF FAME knocked me on my butt. Okay, I tripped over a stroller as I was blindly gazing up at the massive statues lining the walkway, but let's not dwell on a technicality. It was simply incredible! Moving past groups of congregating schoolchildren and other specialty tour outings, we followed the entry promenade to the park's

main gate. Once inside people from all walks of life were welcomed into the park by our iconic Looney Tunes friends and stoic superheroes who were watching over us, guarding the gateways to all of the universes in this amazing park. In between them were enormous LED screens that made it seem as if these characters were actually coming to life. It was the first of what would prove to be too many photo ops for my 2 gigabyte card in my digital camera. No worries, my

son will upload the photos to my computer when we get back to the hotel, so I can snap during the rest of our stay here in the paradise of Abu Dhabi. Glancing up at the ceiling of this marvel of engineering innovation, we watched in amazement as the sky (a giant LED screen) changed from day to night, the sun quickly being replaced by a full moon as though we were ensconced in some kind of time lapse version of nature. And then, emblazoned across the night sky, the Bat Signal appeared,

and it was clear we had just entered a very special place. A new and exciting world awaited us. A land where we would be the super heroes. With our "Keys to the Park" in hand (more on that later), we strode past retail shops and food and beverage venues, with the sights and sounds of this wonderland filling the air from numerous LED screens. It was the beginning of what would become an unforgettable experience in Warner Brothers Studio City Abu Dhabi!



WARNER BROS. STUDIO CITY ABU DHABI: **ACME ADVENTURES**

The first stop on our journey, ACME Adventures proved the perfect starting point in what ended up being the adventure of a lifetime. Surrounded by our favorite cartoon characters, we entered a truly interactive cartoon world, with cutting-edge technology providing the mechanics of this magical world of wonder. With real-time conversations with Bugs Bunny & Friends, intergalactic battles with Disintegrator Plasma Pistols that actually scored points, water themed thrill rides and a never-before-seen combination Dark Ride and Drop Tower in the exhilarating Wile E Coyote ride, ACME Adventures could be a comprehensive theme park in its own right. But at Studio City Abu Dhabi, it's only the beginning!



**A REAL TIME INTERACTIVE SHOW
THAT ALLOWED US ALL TO SPEAK TO BUGS BUNNY
AND RECEIVE A RESPONSE.**



BUGS BUNNY & FRIENDS: REAL TIME ANIMATION SHOW

I was immediately transported back to my childhood when I glimpsed these familiar faces from my past, but unlike my black-and-white TV with the “rabbit ears” (pun intended) antenna, this was a real time interactive show that allowed us all to speak to Bugs Bunny and all the classic Looney Tunes characters and receive a response. Look, my kids and wife are way more computer savvy than I, but even they had no idea how Bugs and Friends were communicating with us, except my 6-year-old daughter, who simply knew they were always real.

I’ve always believed that the only way to truly remember your childhood is to have children of your own, because we forget what life is like when all things are brand new and the wonderment of the world is introduced for the first time. Warner Bros. Studio City Abu Dhabi allows me to be a kid again, only better, cause Bugs never talked to me when I was a kid. Talking to Bugs Bunny... just scratched that off my Bucket List.



DIGITAL BREATH OF LIFE

Sophisticated digital puppetry techniques allow the puppeteer’s movements to control the body motions of the projected character, enabling Bugs Bunny to maneuver about naturally with real-time human control.

This breakthrough technology enables every show to be different than the one before as Bugs responds uniquely to each individual audience. Thanks to a system of hidden cameras, the invisible actor is able to see the audience with whom he is interacting, and thus refer to the specific appearance and behavior of particular questioners, as well as their location in the theatre. The actor’s performance is a combination of semi-scripted banter and improvised responses to the guests’ questions and comments, delivered in a mimicry of the character voice from the cartoons.

I had almost forgotten how many amazing memories of my childhood were linked to Warner Bros’ properties. And my all time favorite character? Bugs Bunny. The sad look he gave that witch when she was preparing to turn him into rabbit stew in that cauldron is one I will never forget. My kids have assured I will never forget that look, because they employ it often whenever they really want something. You know the expression “puppy dog eyes?” Well, I always think “Bugs Bunny eyes” is more apropos. And my kids use it to perfection. Anyway, Bugs was the first character to greet us, along with some of his favorite friends, but watching cartoons simply pales in comparison to what we experienced at the Bugs Bunny & Friends Real Time Animation Show.



DIGITAL PUPPETRY

The manipulation and performance of digitally animated 2D or 3D figures and objects in a virtual environment that are rendered in real-time by computers.



DUCK DODGERS VS. MARVIN THE MARTIAN: DISINTEGRATOR DARK RIDE

That's it, Abu Dhabi has now supplanted Disneyland as the coolest park in the world, and I just got off the second ride. This takes the term interactive to a new level, and by interactive I mean we get to ride on a car through another world, all the while blasting away with our Pu-36 Disintegrators on the numerous screens that appear along the way.

We began by queuing up in a futuristic airport, preparing to board our rocket ships, complete with Disintegrator Pistols that would be of extreme importance as we joined Duck Dodgers in his battle against Marvin the Martian for interstellar domination. This ride made video games seem a thing of the past. It's called a 4-D Interactive Dark Ride, which means we got to watch the action unfold in lifelike 3-D while our seats shook and our car bounced along with the action. We also got to interact and blast at the media on the screen - and it kept score for us! Nothing quite compares to looking over at your wife and seeing a look of steely determination in her eyes as she shoots space goo at a bunch of Martians. By the end of the ride, we were all laughing hysterically and comparing scores. Connor took first place, followed closely by the rest of the family, with me bringing up the rear. But it didn't matter. It was a blast, literally and figuratively.



TOOLS OF THE TRADE State-of-the-art 3-D glasses allow guests to be fully immersed in the action, while interactive Pu-36 Martian Plasma Pistols provide the last line of defense against the villainous aliens!



WILE E. COYOTE'S ROCKET RIDE

Walking up through the entrance to the ride, we were greeted by an assortment of ACME products, old favorites from the cartoons: the dynamite, the ubiquitous anvil. We had apparently entered the world of Wile E. Coyote, and like him, we could hear the sounds of that dastardly Roadrunner "Meep-meeping," beckoning us to join Wile E on the hunt.

In a cloud of smoke and a rush of sound, the Roadrunner tore by us and we were swung upwards into motion as the chase began. With the help of our 3-D glasses, we could see Roadrunner so closely we could almost reach out and touch him, which naturally, we all tried to do. We were almost unaware that this chase was leading us ever closer to the top of the tower. And then we had him, standing on a cliff ledge unable to get away. As we edged towards him the rock gave way, flipping the Roadrunner neatly behind us to safety as we tilted out over an expansive and terrifying drop. Almost as if in slow motion, we pitched further forward. Coyote turns to us with a look: "Here we go again...," and then we are falling.

ROADRUNNER WAS SO CLOSE WE COULD ALMOST REACH OUT AND TOUCH HIM, WHICH NATURALLY, WE ALL TRIED TO DO

But this was no fake drop. The entire ride plummeted from 200 feet at stomach churning speed and landed in a blast of color, smoke, and noise just like the cartoons. We were all screaming and laughing, and sure enough, when the dust had settled and Wile E. Coyote climbed out from the crater we had created, Roadrunner stopped in front of us for a brief "Meep-meep" before darting off. What a ride!





ACME INDUSTRIES 4-D THEATER

There was a time when I thought 3-D was the coolest thing available in theater format, but that was before my trip to Studio City. Who knew it would take a trip across the world to learn of a technology my kids apparently were already well aware of. It's called 4-D, which is one better than 3-D, right? Actually, it's about 10 times better than 3-D, because it doesn't just attack the visual senses, it goes after all of them.

With an amazingly fun-filled 3-D film thrilling us, replete with all the Looney Tunes characters who were so instrumental in crafting my sense of humor, the theater itself became part of the journey. When things exploded on screen, the seats literally shook and smoke came billowing out of the walls. When something splashed on screen, yep, we got sprayed with water. And it was all fun and games until Marvin the Martian jabbed his spear at us, causing a back pacer to make us all jump right out of our seats and shriek. And that's to say nothing of the equally high pitched octave I reached when something from under our seats "tickled" my legs. But this ride didn't just involve the onscreen 3-D elements, the theater itself literally became part of the show. At one point, a giant Marvin the Martian rocket ship emerged from the ceiling and lowered itself down almost right on top of the audience.

*IT DOESN'T JUST ATTACK
THE VISUAL SENSES, IT
GOES AFTER ALL OF THEM*



TASMANIAN DEVIL RIVER RAFTING ADVENTURE

I honestly never knew how much fun it could be to get wet while not wearing a bathing-suit, but the out of control River Rafting Adventure was a blast. Cranking that wheel around and whipping through the waters, I realized this trip to Studio City was like ten vacations in one. I thought once about inner-tubing down the Snake River, but I think I just did.

ELMER FUDD'S CATCH THAT WABBIT SPLASH BATTLE

Admittedly, unlike my yearning to one day see Wile E. Coyote lay his mitts on Roadrunner, I never wanted Elmer Fudd to catch Bugs Bunny. But catching that "wabbit" was probably never as much fun for Fudd as it was for us in the Splash Battle, a water soaked firing game that proved to be yet another perfectly crafted event.

TWEETY/ SYLVESTER CAROUSEL CAGES

Leave it to Abu Dhabi to craft a carousel in an incredibly innovative and visually stunning way, almost so incredible you wonder if you've ever even ridden one of these before. carousels are usually considered simple up and down rides, but at Studio City, the mundane becomes the amazing.

YOSEMITE SAM'S RAILROAD

This is not your ordinary railroad journey, this is a perilous trek past lit dynamite and falling boulders, and what starts out as a roller-coaster ride becomes the ride of your life.

LOONEY LAKES

Ah, the water. We think of the desert as a hot, dry place, and to some extent that can be true, but somehow Abu Dhabi has positioned itself in a perfect, temperate locale, with cool breezes blowing in off the Arabian Gulf. And where Mother Nature doesn't provide, Warner Bros. Studio City Abu Dhabi does. Cool, clean water. It's everywhere, and it's about as fun as I can recall water ever being.

In the Water Play Area, there are fountains that spring up from the ground, cascading like a symphony of aquatic instruments, timed to the second. And my kids had the timing down, jumping over dormant geysers and dancing in and out of danger along with throngs of other children. I, on the other hand, did not.

I pulled my wife into the fray and attempted to do what so many other children seemed almost intrinsically capable of doing... dodge the water. I may be out of the running for Husband of the Year.



From hunting ghosts with Scooby Doo to sharing a stolen picnic with Yogi

With a multitude of interactive rides created in and around the colorful worlds of the Hanna-Barbera cartoon characters, Animation Nation was the next stop on our non-stop adventure. From hunting ghosts with Scooby Doo and the gang, to sharing a stolen picnic with Yogi and Boo Boo Bear and even tagging along with Tom to try and catch Jerry, it's no wonder my youngest daughter listed this zone as her absolute favorite. Animation Nation doesn't let up with its thrills and laughter inducing rides, and it is a prime example of why Warner Bros. Studio City Abu Dhabi is the single greatest way to bring out the kid in all of us!



WARNER BROS. STUDIO CITY ABU DHABI ANIMATION NATION





SCOOBY DOO'S HAUNTED PALACE

I love Scooby Doo. He was my introduction to mystery long before I picked up a Nancy Drew novel, and I have since passed this love onto my children. The great thing is, they all have become very good at figuring out the mysteries right along with Scooby Doo and the gang. Of course, Scooby and Shaggy never quite got around to thanking them... until now.

With just enough frightening elements to keep the kids and audience intrigued, Warner Bros. Studio City Abu Dhabi has managed to create one of the most uniquely interesting haunted houses ever. It doesn't hurt that our guides are Scooby, Shaggy and Velma, but the incredible thing here is they interact with the audience, allowing us for the first time to help in their quest to catch the ghosts. I was reprimanded for my errant thoughts about the haunted happenings, both by Shaggy and my daughter Chloe, but my wife was lauded as a brilliant investigator. The Scooby Doo gang spoke to us and took our advice. We got to choose which path we would take, what scary room we would enter, and no matter what way we chose, it was a thrill. But wouldn't you know it, at the end of the ride, when we had caught the culprit, it turned out to be a ruse. It was a guy pretending to be a ghost to scare the town, and if it weren't for those meddling kids he would have gotten away with it. Some things never change.

*WITH JUST ENOUGH SCARE
TO KEEP THE KIDS & AUDIENCE
INTRIGUED, IT'S THE MOST
UNIQUELY INTERESTING
HAUNTED HOUSE EVER.*



YOGI BEAR PIC-A-NIC BASKET MADNESS

The interactive video wall at Studio City Abu Dhabi allows park guests to play a giant interactive game and literally team up with Yogi Bear and Boo Boo as they swipe "pic-a-nic" baskets from around Yellowstone Park.

FLINSTONES BEDROCK PINBALL

Okay, this is unbelievably cool. I loved pinball as a kid, but as an adult? It's just never held the same appeal it had once I grew up. But that all changed, cause you ain't seen pinball till you've experienced Giant Pinball. Incredibly, in Warner Bros. Studio City Abu Dhabi, you get to be the pinball, being shot out from the air launcher into the game. We weren't playing pinball, we were being played! We bounced off of bumpers, slalomed through channels and racked up the points as we gleefully hunkered down in our cushioned cars, which floated along on a unique combination of air and ball bearings. I've ridden the bullet train, which coasts along on magnetic tracks, but the operative word there is tracks. This ride is trackless. Where you go depends on how good you are at pinball. Click a button on your handle and the giant paddle swings out to launch you across the play field. That's right, the paddles are operative as well, and nothing quite compares to the anticipation of gliding down that pinball machine towards the uncertain future of where the paddles might send us next.

TOM & JERRY: CATCH THAT MOUSE

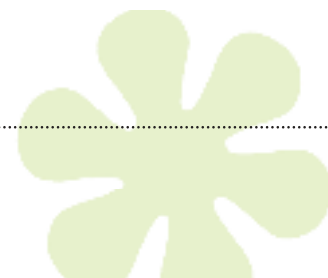
Cartoon characters defy physics and this ride seems to do so as well! In Tom & Jerry's Catch That Mouse we follow Tom on what is the wildest chase you could possibly imagine. We boarded these 'trackless AGVs' (Automated Guided Vehicles) and what I can only describe as a space pod, this exclusive to Warner Bros. Studio City Abu Dhabi ride vehicle, is able to move like a flying saucer in all directions, unfettered by traditional vehicular rules. If we saw Jerry on our right, we didn't have to turn, we could simply move right, or if Jerry ran circles around us we would spin a few complete circles in place and then head after him. Always wondered what it would be like to travel through a mouse hole and see inside? Yeah, we did that.

HONG KONG PHOOEY CARS

Learn to drive a Hong Kong Phooey "Phooeymobile" throughout the back-streets of Animation Nation.

FLY WITH THE JETSONS

At Studio City, even the simplest of rides proves interminably fun. Climb aboard a Jetsons' flying car and soar through the air using your steering wheels to zoom up and down through space.





WARNER BROS. **STUDIO CITY** ABU DHABI **DC UNIVERSE**

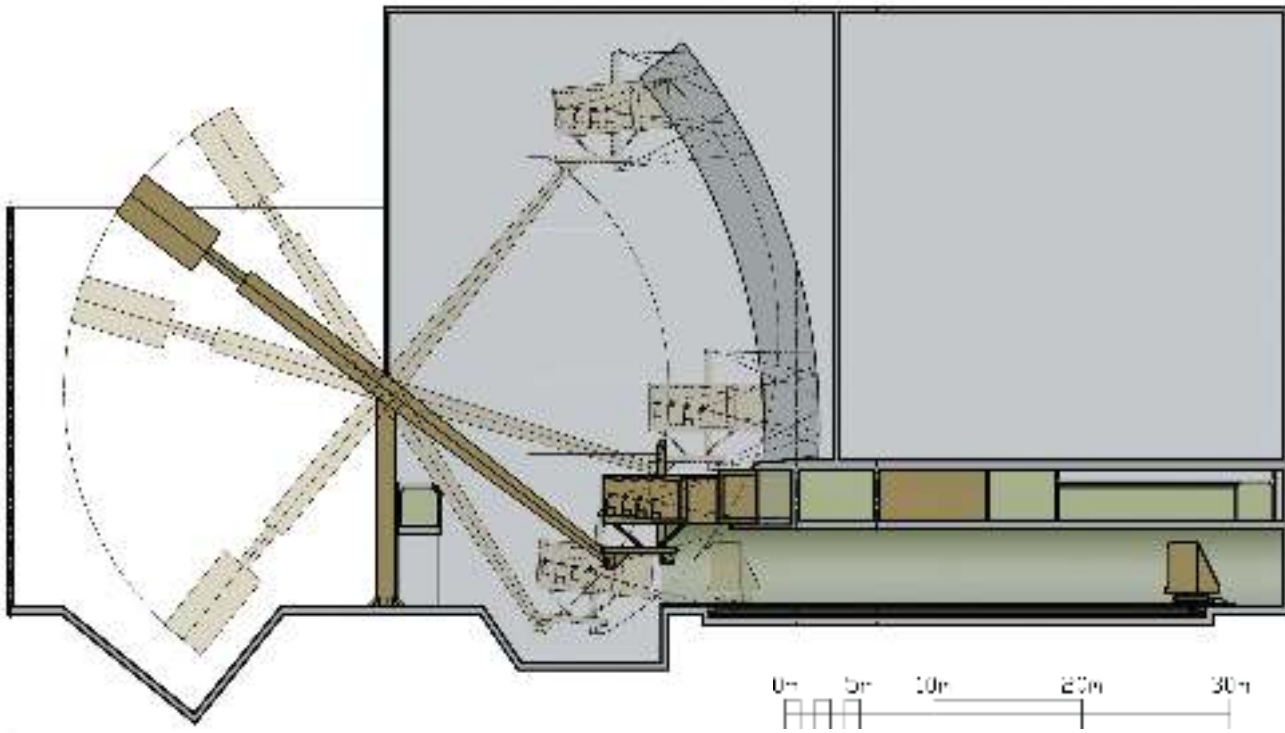
Why simply watch superheroes when you can BE a superhero? Take a journey into the “Dark Knight” with Batman and fight alongside the “caped crusader” as he battles the villainous underworld of Gotham City, literally fly through the air with Superman in the world’s only Dual Dome Flying Theater, and join other fortunate guests as you climb aboard the Justice League’s Javelin-7 coaster, the only coaster in existence that separates into four individual cars before rejoining as a singular vehicle. Blending exclusive technology with unending imagination, DC Universe enables every park visitor to unleash his/her inner superhero, saving the world one unforgettable experience at a time.

**NEVER-BEFORE-SEEN MOTION TECHNOLOGY WITH
THE THRILLS OF A STATE-OF-THE-ART FREE-FALL RIDE**

**BATMAN:
JOURNEY INTO THE DARK KNIGHT**

Every theme park has its “star” attractions - and JOURNEY INTO THE DARK KNIGHT is clearly one of several at this park. We all remember the Bat Cave from the numerous retellings of the story of Batman, but here we get to not only go inside the Bat Cave (we virtually queue up in the Bat Cave, marveling at all of Bruce’s goodies and high tech weaponry), we are invited to climb aboard the Batmobile and go for a “ride along” with one of the world’s most famous crime-fighters. But buckle up, cause with some of the most dastardly

villains ever imagined, riding along with Batman is no walk in the park. Batman: Journey Into the Dark Knight combines never-before-seen motion technology with the thrills of a state-of-the-art free-fall ride. The result is a spectacular show/ride experience that puts you right in the middle of a battle between Batman and the bad guys and ends with an exhilarating, soaring thrill ride off the top of one of the highest skyscrapers in Gotham City past exploding helicopters. It was like being IN a Batman movie instead of just watching one.



THE WALLS DROP AWAY as you are lifted into the sky (the interior set piece stays behind as our room moves up and into a projected screen image). During the course of the ride/show, the vehicle that Guests ride in moves up and down, dramatically changing positions relative to the projected imagery. At times this

movement is very abrupt and rapid, simulating a FREEFALL – at other times the VEHICLE RISES SUDDENLY! The combination of physical movement and the shifting perspective of the imagery creates a fantastic sense of speed and motion.



**WITH THE HELP OF MASDAR
SUPERMAN BRINGS CLEAN POWER
TO THE WORLD**

SUPERMAN'S FLIGHT

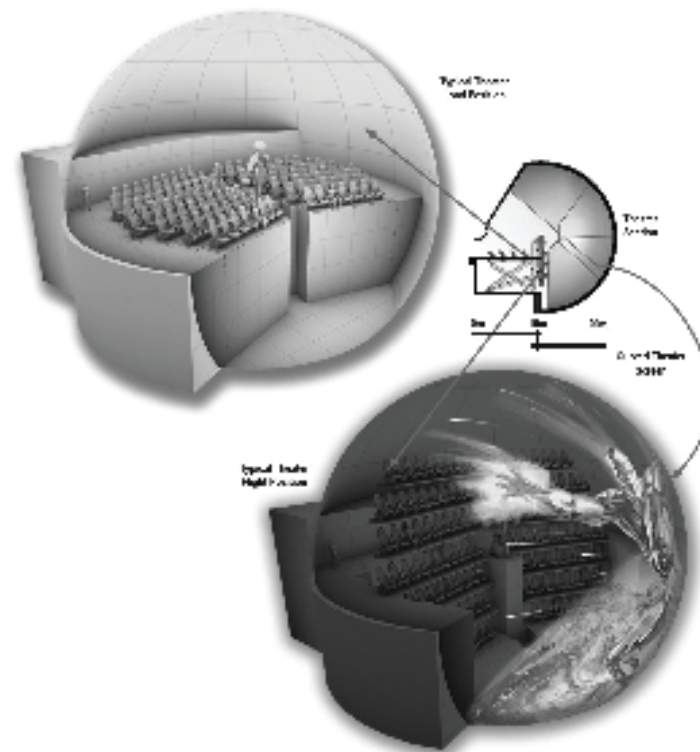
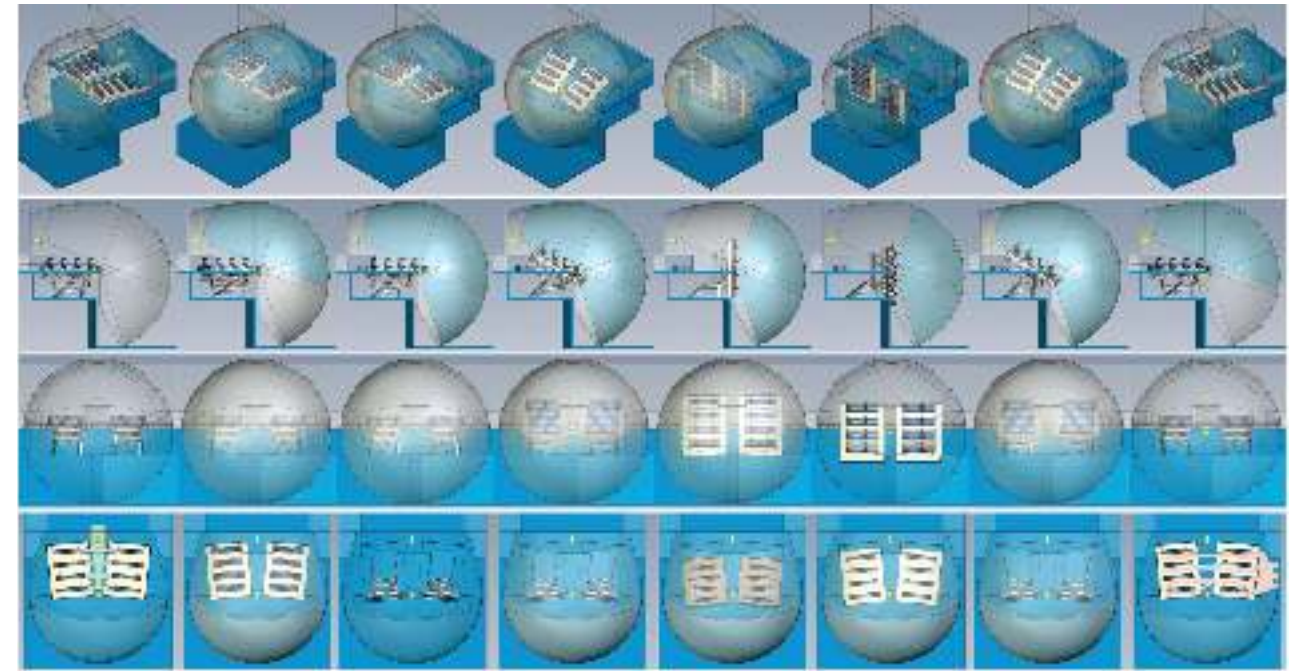
SUPERMAN'S FLIGHT left us all speechless, but I'll try and find the words to describe this incredible experience. We got to fly with the Man of Steel himself, right along side him, wind blowing through our hair, the magnificent Earth below our feet. It was absolutely breathtaking.

The journey begins like any traditional movie going experience. Sit down in the seat and look at the screen (*spoiler alert*) and then as the film plays the transformation begins. The entire ceiling becomes part of the movie going experience. But if being wrapped in a 360 dome theater isn't enough, suddenly the entire theater pitches forward and over a ledge revealing another dome below your feet. And it's at that moment you realize you're flying with Superman as he

tries to save our planet from the nefarious Lex Luthor. You see this time, Lex has teamed up with a whole raft of super villains who have planned to melt the polar icecaps with their Climate Buster machine, raising the ocean levels to wipe out the beaches and leave their newly purchased lands as the most expensive real estate in the world. Of course, Lex Luthor is a greedy man who never thinks about the adverse effects his plans may have on the planet as a whole and the fact that his machine is destroying the Earth's atmosphere. In an amazing climactic battle, Superman harnesses the power of one of MASDAR'S clean energy generating satellites and transforms it into an energy ray that destroys Lex Luthor's Climate Buster device once and for all.



MASDAR supports the development, commercialization and adoption of pioneering technologies that will help tackle climate change, building a more sustainable future for the UAE and the global community. Masdar is becoming a leader in making renewable energy a real, viable business and Abu Dhabi a global centre of excellence in the renewable energy and clean technology category. The result is an organisation greater than the sum of its parts and one where the synergies of shared knowledge and technological advancement provide this commercial and results-driven company with a competitive advantage that includes an ability to move with agility and intelligence within a rapidly evolving industry.



DOUBLE DOME FLYING THEATER is the first of its kind and unlike anything else on the planet, literally lifting the entire audience and "flying" them around the theater utilizing revolutionary technology. Combining the visuals of massive screen in front of and above the audience with the physical motion of the seats, it's the closest thing you can get to flying without jumping out of an airplane.

**IT'S AT THAT MOMENT YOU REALIZE
YOU'RE FLYING WITH SUPERMAN**

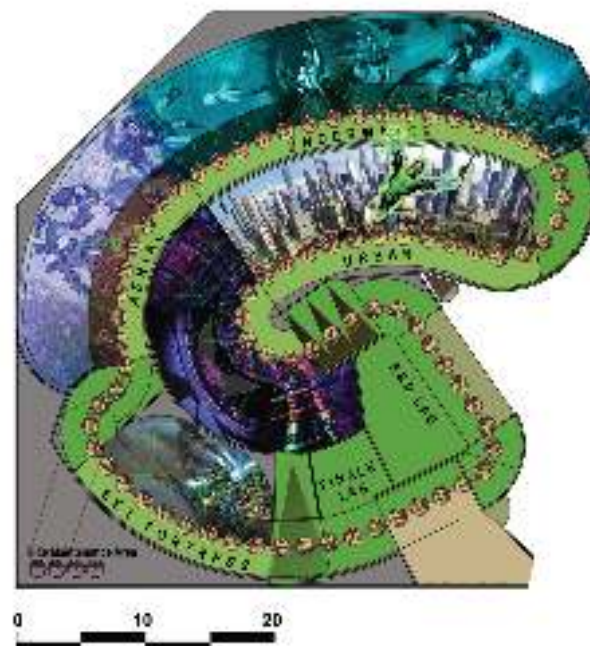


GREEN LANTERN'S LIGHT

As a fan of comic books, I was delighted by the invention of the iPad, because it has given me a chance to pass on my love of comic books to my children without having to invest in stacks of comics. So when we spotted the Green Lantern's Light ride, we bolted for the line. There was a bit of a wait to get in, so Connor and Chloe took the time to play with their KEY devices to learn Green Lantern's stoic oath: In brightest day, in blackest night, no evil shall escape my sight! Let those who worship evil's might, beware my power, Green Lantern's light!

This interactive experience is part ride, part show and part game as real-time projections surround riders in immersive digital scenes filled with virtual targets. All riders have their own Power Ring which they use to fire at a variety of Sinestro's adversaries (real targets integrated into the projected media). The on-screen action is impacted by how well, or how poorly, the riders do in the game and the riders can choose from multiple weapons 'limited' only be their imagination. The ride itself is an endless dark ride system or Omni-mover with pre-programmed articulation that points the riders in the direction of the screens and/or targets.

*IT FELT LIKE BEING INSIDE
A MASSIVE VIDEO GAME*



JUSTICE LEAGUE JAVELIN-7

Connor and Chloe took one look at the Javelin-7 attraction and ran for the queue line. I glanced back at Nina, who gave me an understanding smile and I raced off to join them. Nina and Isabella would wait for us in front of Aquaman's Journey Undersea.

Batman had been busy designing a new version of the Javelin we were being asked to join the Justice League as test pilots to see what this amazing vehicle could do. Imagine our amazed reaction when each coaster car separated into FOUR individual vehicles... only to rejoin again at the end of what truly was the most amazing coaster I have ever ridden.

THE ROBOT ARMS of the Justice League Javelin-7 is one of Warner Bros. Studio City Abu Dhabi's signature attractions, a break-apart and come-together Robocoaster that is the only one of its kind in the entire world.



WARNER BROS. STUDIO CITY ABU DHABI: **STUDIO BACKLOT**

As with everything here at Studio City Abu Dhabi, the experience of the attractions is completely interactive and immersive. This is not “behind the scenes.” This is “inside the scenes,” as park guests are invited to be a participant in some of the world’s greatest films. With specially designed 3-D screens and exclusive projection technology, Studio City drops you in the center of Middle Earth to do battle in LORD OF THE RINGS, allows you to tag along with Neo in THE MATRIX, and takes you back in time to the Golden Age of Cinema as you enter classic cinematic worlds long since passed. The Studio Backlot proves theme parks aren’t just for kids anymore... at least not this one!



BLADE RUNNER BAZAAR

It was time for some food and drink, and the Blade Runner Bazaar provided quite a backdrop. The food servers were all dressed as Replicants and as we shopped for memorabilia, it was as though we had been transported into the future, where bright neon lights illuminated flying cars overhead.

DUKES OF HAZARD LIVE CAR STUNT SHOW

Car chases are, for me, the greatest adrenaline rush a film can offer, but they don't hold a candle to a real life car stunt show. Buckle up with Bo and Luke Duke as they evade Boss Hog and literally soar through the air in the General Lee. Explosions abound in this thrill ride, and judging by the look on my son's face, I've got another car chase fan in the family.



SHERLOCK HOLMES MOVIE MAGIC EFFECTS SHOW

It was time to put our sleuth suits on as we joined with Sherlock Holmes and Doctor Watson to uncover the mysteries surrounding the magic of movies.





FOLLOW THE WHITE RABBIT: THE MATRIX VR CAVE

I could never quite get my wife, Nina, to enjoy the Matrix movies as much as I do, but I think she will reconsider after experiencing the Matrix Virtual Reality Cave.

The ride begins by posing a question: The blue pill or the red? Well, we take the red, of course, and what we get is an incredibly realistic journey through the Matrix, where we fight alongside Neo and Morpheus in an effort to save

Trinity from those wicked looking mechanical creatures that are trying to rip us apart. My favorite moment was when we entered the time freeze, where everything stopped, allowing us a chance to get an up close and personal look at all the G Men we were about to kick butt on.

Ever wanted to dodge bullets like Neo? Well, at Studio City Abu Dhabi, that dream becomes a reality... a virtual reality!



LORD OF THE RINGS 360 IMMERSION TUNNEL

Through the wonder of Warner Bros. Studio City Abu Dhabi's groundbreaking technology, we were transported to Middle Earth and witnessed a battle of epic proportions. Riding in giant trams, a large group of us entered Middle Earth with no idea what to expect, but within moments we were fully immersed in an all out battle between good and evil.

The ride features two giant curved movie screens (40-feet tall by 187-feet wide) facing each side of the tram and depicting a battle against Sauron through the world's largest 3D projection system that promises to appear as if it is taking place alongside and on top of the tram. Riders feel as if they are right in the midst of the Middle Earth epic battle with sounds, smells, water sprays ("troll slobber"), and wind, not to mention dwarfs, orcs and, of course, Gollum.

Warner Bros. Studio City Abu Dhabi has created an enormously spectacular and immersive 360 degree experience that is one of the largest, most intense 3-D experiences on the planet.

THE WB STUDIO BACKLOT EXHIBIT

I was never a fan of walking tours, but the operative term here is "was." That has changed now that I took my family through the "backlot" tour of Studio City, where we were able to get a hands on view of the sets, costumes and props of Warner Bros. most famous movies. The kids ducked inside the phone booth from the Matrix for a quick photo op, while I marveled at the car of my dreams, The General Lee from the Dukes of Hazzard. And then it was off for a trek through the streets of 19th Century England from Sherlock Holmes.

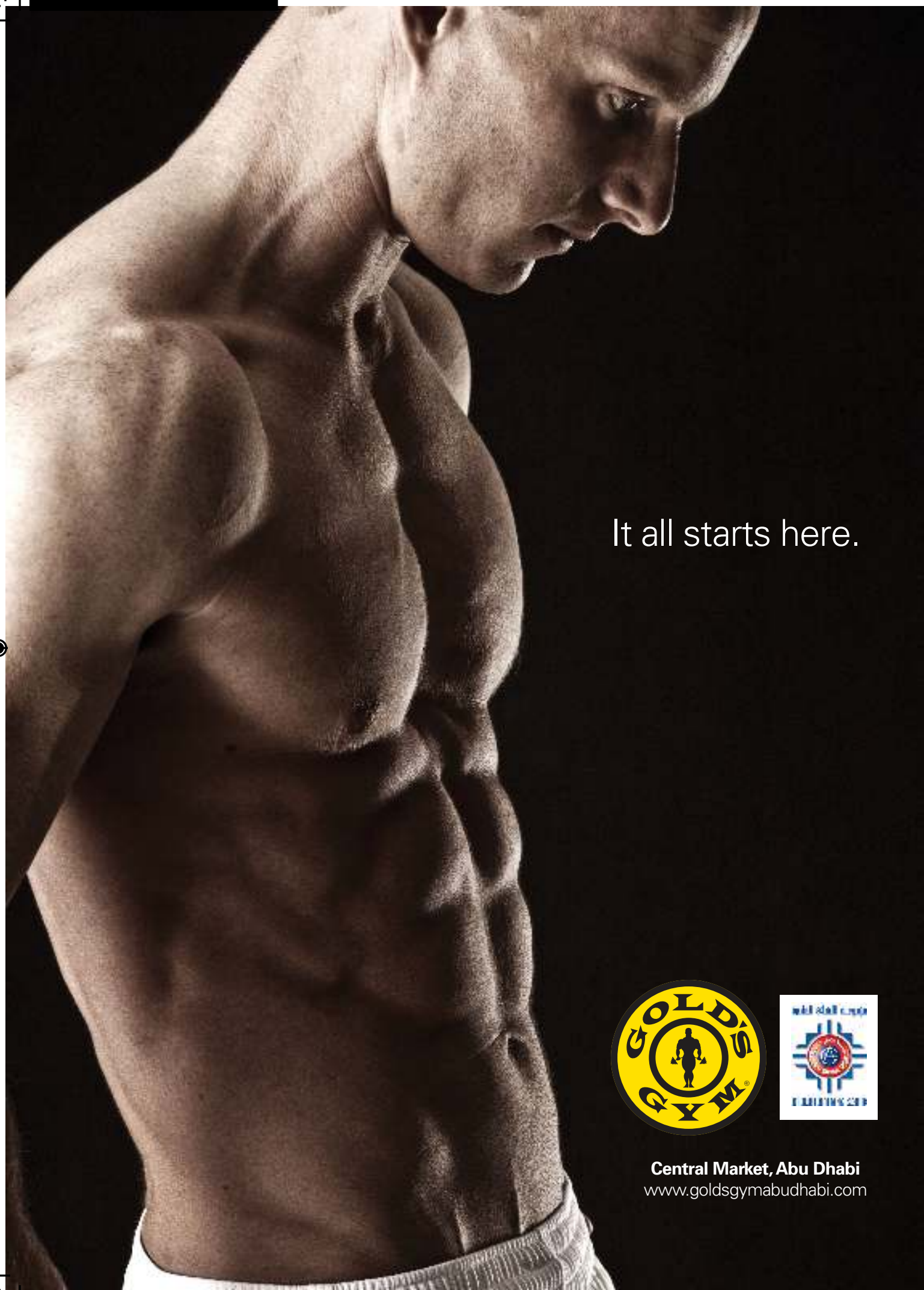
LIGHTS, CAMERA, ACTION!

I remember queuing up as a kid for the original Clash of the Titans movie filled with stop motion miniature monsters and thinking it was the coolest thing in the world, but we've come a long way since then. The Magic of Movies presents a virtual highlight reel of the best moments in cinema, and then it literally lifts the theater off the ground and into the action. Through the use of a 16 person robotic arm, our seats were picked up off the ground and flown through the air into recreations of some of the greatest movie moments in history. It was one of the most incredible "reveals" I have ever seen and it was wholly unexpected. We took a stroll with Humphrey Bogart into "Casablanca," walked the decks with Errol Flynn, opened the vaults with the crew of "Ocean's Eleven," and got caught in the cyclone with Dorothy and Toto in "The Wizard of Oz." Try doing this at the local multiplex!

BRUCE LEE'S ENTER THE DRAGON ROLLER COASTER

Leave it to Abu Dhabi to craft a carousel in an incredibly innovative and visually stunning way, almost so incredible you wonder if you've ever even ridden one of these before. Carousels are usually considered simple up and down rides, but at Studio City, the mundane becomes the amazing.

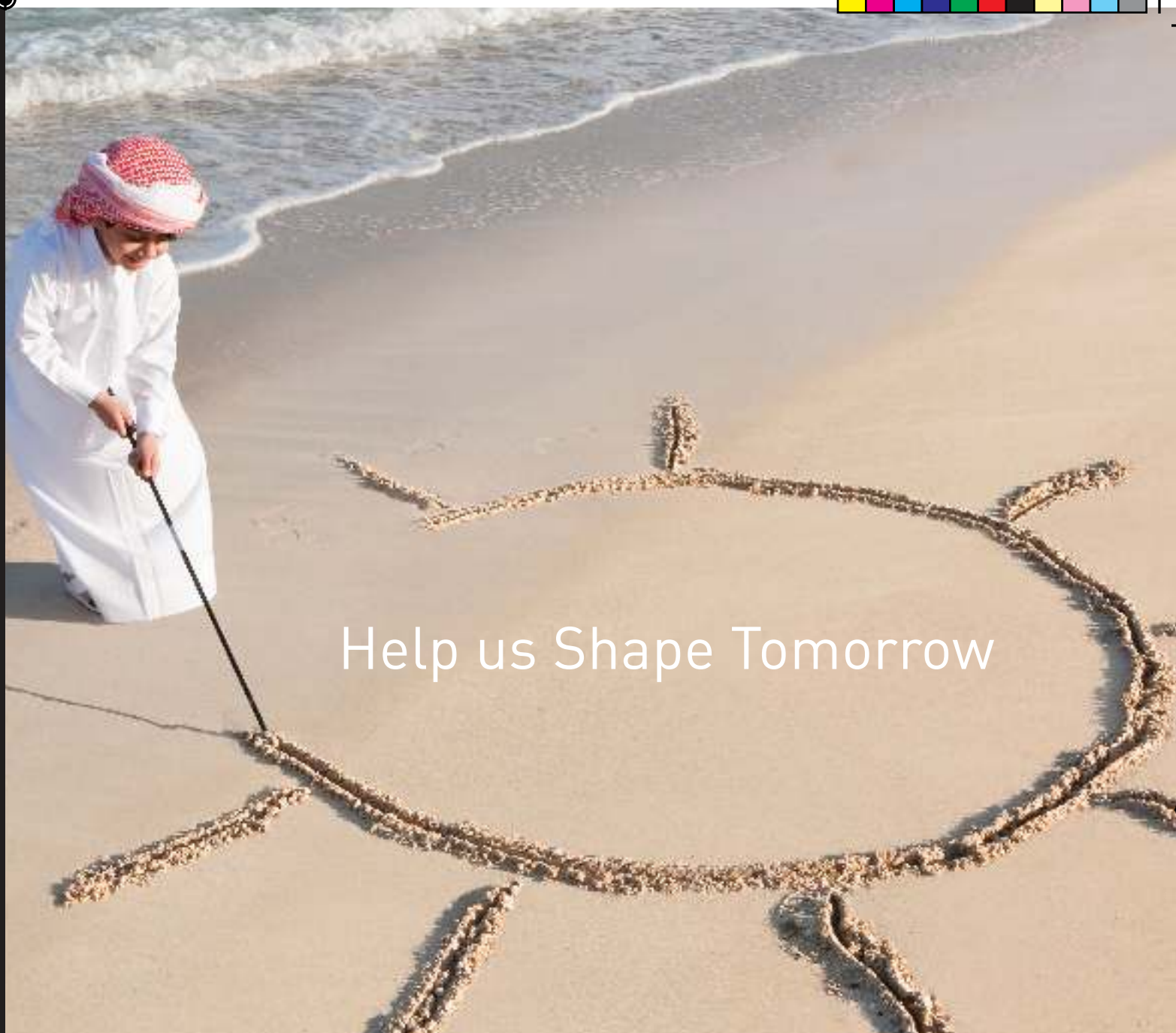




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CELEBRITY WAYFARER:

SMITH FAMILY
FAVORITES @
WB STUDIO CITY

Smith may be one of the most common names in America, but this Smith family is anything but ordinary.



WILL
Favorite Ride: Flintstones Bedrock Pinball



JADA
Favorite Ride: ACME's Wile E. Coyote Drop Tower



WILLOW
Favorite Ride: ACME Adventures 4-D Cinema



JADEN
Favorite Ride: Batman: Journey Through the Dark Knight

Will Smith is known as “Mr. July” for the box office bucks he rakes in every summer for his blockbuster films. His wife, Jada Pinkett Smith, does it all—she’s a singer as well as the star of the TNT series Hawthorne. And together, they’re raising three kids—Trey, Jaden and Willow—and have created one of the most talented families in Hollywood. But all work and no play is not what the Smith family is all about. We recently sat down with the Smiths to ask them about a recent family vacation they all took to Warner Bros. Studio City Abu Dhabi.

CN: With so many places to choose from, and let’s be honest, you guys can afford to travel anywhere you’d like, why did you choose Abu Dhabi?

WILL: (Laughs) Yeah, we make a lot of money, but remember the way we make that money is by staying really busy. It makes our time together that much more special, so we needed to make sure that when we all did get a moment to travel together, it had to be special.

JADA: It wasn’t about money, it was about where we felt we could get everything we wanted in one place. And Abu Dhabi fit the bill perfectly.

JADEN: Mom and Dad told us, “Pick a place you’d want to go if this was your last vacation for a long time, cause it might be. For me, it was easy.”

WILLOW: It was my idea, really. I showed Jaden some video from the Batman ride at Studio City on Youtube and he started thinking it was his idea.

CN: Was it important to you that Studio City is the world’s first “Green” Theme Park?

WILL: Oh, you do your homework, huh? Yeah, for me it’s very important. Listen, I’ve been to theme parks before, so it’s not like it was a make or break that our vacation had to be green, but when we learned Studio City was built with saving the environment in mind, it sealed the deal.

JADA: Remember, we’re parents first, and we feel an obligation to our children and their children to reduce the damage we inflict on the planet. We try to do our part on a daily basis to reduce our carbon imprint, and Abu Dhabi ended up teaching us a lot about what can be done to further that effort.

WILLOW: Yeah, we like to recycle and stuff, and Mom has always taught us to leave everything and everyone a little better off than we found them.

JADEN: I went for the rides.

WILL: The adults in this family all agree that the goal for the children is for them to be their best selves. I just want them to live in service to greatness. I want them to live and to create in a way that when people see it, people are inspired and people become better just by having contact with their excellence. And I believe Studio City, through their close collaboration with MASDAR, has created this park with the same philosophy. I truly believe everybody who goes to the park leaves with a better understanding of what it takes to make the world a better place for all living creatures.

TREY: He went for the rides!

WILL: (Laughs) Yeah, I also went for the rides.

CN: Speaking of rides, what was your favorite part of Studio City Abu Dhabi?

WILLOW: My favorite place was the water play area. Dad got soaked! Oh, and I loved the 4-D movie, which is why I’m trying to get Dad and Mom to star in one of those next.

TREY: The Matrix, hands down. My dad has had a great career, but Lawrence Fishburne trumps him when it comes to action because of The Matrix.

WILL: Why you gotta play me like that? Come on, Independence Day, Men in Black, Hancock?

TREY: Wild Wild West!

WILL: Traitor! Okay, my favorite part...? Had to be the Flintstones giant pinball machine. I’ve done a lot of action movies where I’ve done my own stunts, but that had nothing on actually being a pinball.

TREY: You heard it here first, Will Smith to star as a giant pinball.

JADA: See, it doesn’t matter how much you give your kids, they still sass! I’ve always been a sucker for The Roadrunner, so I’d have to say the ride where we dropped off the cliff with Wile E. Coyote.

JADEN: Roadrunner was cool, but the best ride was definitely Riding with Batman. Oh, and that ride where the roller coaster split into four cars. Yeah, that was awesome!

WILL: The truth is, the entire vacation was like a thrill ride. Studio City was incredible, but we spent two weeks in Abu Dhabi, and every day was packed with things to do. So, I know you’re doing an interview about the park, but I’d just like to plug Abu Dhabi in general. Perfect vacation destination in every way.

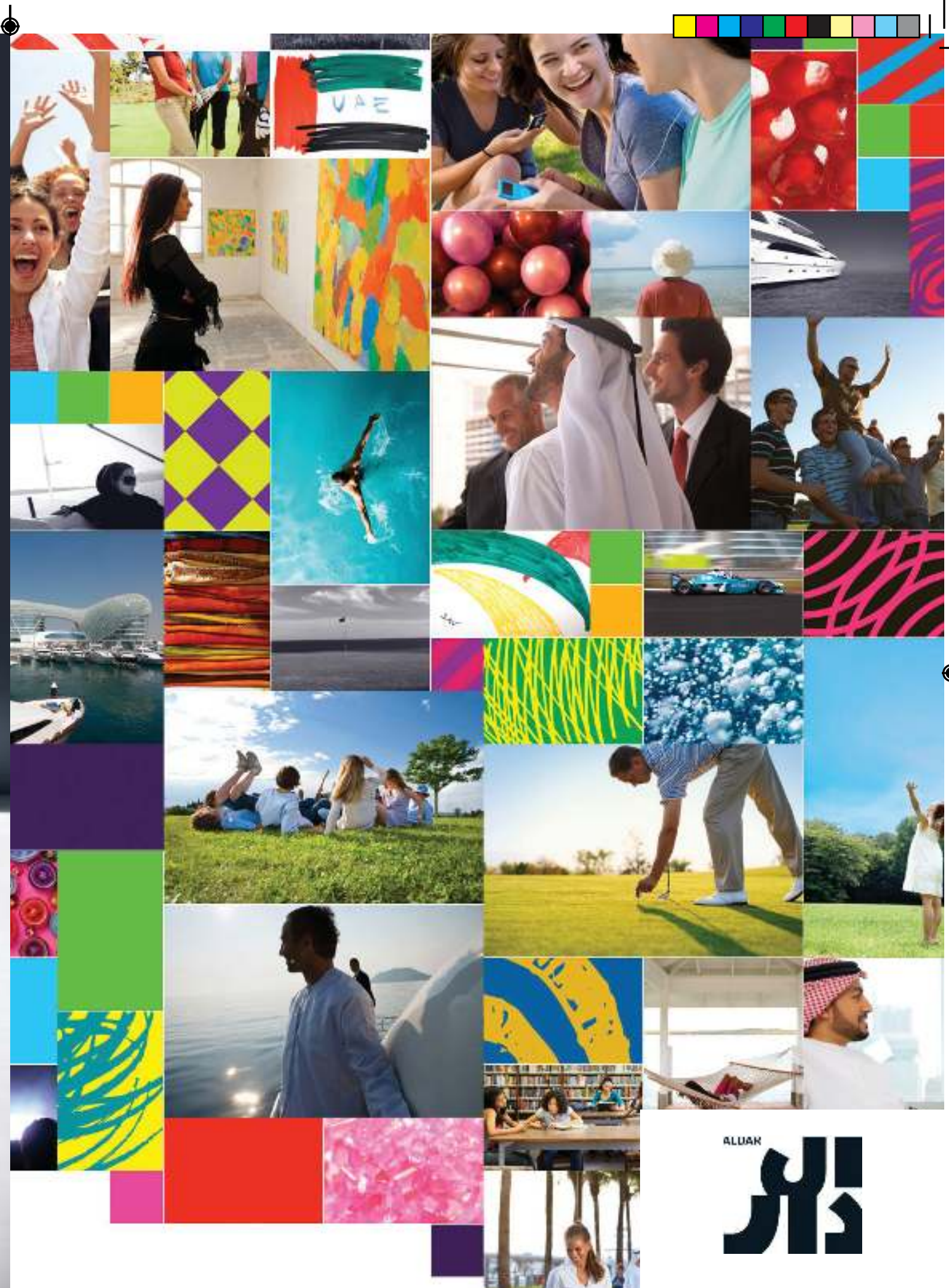
Perfect! It seemed to be the sentiment shared by the entire Smith family in regards to their entire stay in Abu Dhabi. With the world’s greatest theme park and a seemingly limitless number of things to do for the entire family, it’s no wonder Abu Dhabi is becoming the go to destination for families around the globe. So whether you’re Will Smith or Joe Smith, Abu Dhabi and its now legendary Studio City theme park is waiting, with a nose for fun as well as an eye on the environment. It’s a no brainer!

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Green Amusement park

Written by **ROBERT HENNY**

The engineers at Warner Bros. Studio City emphasized from the beginning they wanted nothing less than the most advanced, environmentally conscious theme park in the world, and what they ended up with is an ingenious combination of efficient, renewable energy sources running thoughtfully designed rides and attractions that at the same time thrill and teach park guests the importance of being green. It's not easy being green, but teaming up with MASDAR, the world's leading innovator of sustainable and renewable energy makes the process as simple as possible. In fact, it was MASDAR that enabled Studio City to be the world's first LEEDS Certified park, an honor bestowed

upon this Abu Dhabi wonder by focusing on sustainable sites, water efficiency, energy and atmosphere, materials and resources and indoor environmental quality. With a heritage tied to life in the harsh and unforgiving desert, Abu Dhabi's leadership well understands the lessons of traditional desert living, where sustainable practices and resource conservation are not just slogans, but are essential to survival in such surroundings. That's why the emirate's leadership understands the tremendous challenges posed by climate change, environmental degradation and the need to find sustainable energy sources. The team behind Studio City took the matter to heart, creating the world's first and only "green park."

Studio City utilizes the latest developments in the battle to fight climate change, going so far as to install solar panels throughout the park that help power everything from roller coasters to restaurants, and while the entire park cannot yet be powered entirely from renewable energy sources, Studio City and MASDAR have vowed to keep Studio City at the forefront of climate advancements. What impressed most about Studio City is their effort not only to establish a clean, green park, but to teach the guests while they do it. Renewable energy is clearly visible throughout the park. They are not hiding being green, they are promoting it whenever possible. In fact, MASDAR has sponsored an entire ride, SUPERMAN'S FLIGHT in which children and adults see that we all can be Superman, because saving the planet requires working together to reduce our carbon imprint and our dependence on fossil fuels. What is truly amazing about Abu Dhabi is that it is an oil producer but recognizes that profits cannot be leveraged against the future of the planet. While



Abu Dhabi has always been known as a global energy player, through MASDAR, it is demonstrating what a responsible oil producer can do to help create a balance between hydrocarbons and renewable energy in addressing both climate change and energy security.

In fact, MASDAR is developing MASDAR CITY, which at full build will house 40,000 residents and hundreds of businesses, and will integrate the full range of renewable energy and sustainability technologies, across a living and working community. As with most dynamic technology clusters, the city has a top-notch research university that is a source for innovation, technologies, R&D and highly skilled graduates. By the time we left Abu Dhabi, I realized we all were better off for the trip, not just for the memories but the knowledge

gleaned about sustainable energy. The best part about Warner Bros. Studio City Abu Dhabi is you hardly even know you're learning, because the theme park is just so darn fun. It's like Flintstones chewable vitamins... it's so tasty, you don't realize it's good for you.

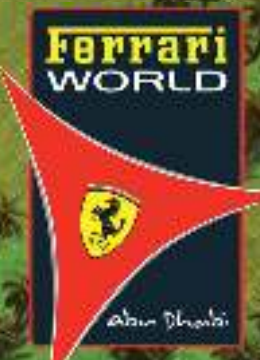


MASDAR CITY was initiated in 2006, the project was projected to cost US\$22 billion and take some eight years to build, with the first phase scheduled to be completed and habitable in 2009. The city is planned to cover 6 square kilometres (2.3 sq mi) and will be home to 45,000 to 50,000 people and 1,500 businesses, primarily commercial and manufacturing facilities specialising in environmentally friendly products, and more than 60,000 workers are expected to commute to the city daily. Automobiles will be banned within the city; travel will be accomplished via public mass transit and personal rapid transit systems, with existing road and railways connecting to other locations outside the city.



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FROM ABU DHABI TO THE **Fun**
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VIRTUAL PARK WITHIN A PARK

"Here's your Key to Warner Bros. Studio City," said a charming Uniformed Attendant as she handed out iPod style devices to all those who failed to bring along a "smart" device. For most however, we were able to download a Warner Bros. Studio City Abu Dhabi App onto our iPads, iPhones, Android tablets and phones, or whatever device we'd brought along for the trip. I whipped out my iPhone 6 and within moments had wirelessly popped a new app onto it, and I have to say, it's one of the coolest apps I have.

Everything you need to know to make your park experience easier and more enjoyable is accessible through your Studio City App. In addition to helping you navigate your way through the park, you'll find up-to-the-minute wait times for all shows and attractions just by touching the picture icons on the Park Map. You can even make restaurant reservations. And by pressing the call button, you can instantly contact other members of your party or a park attendant.

Smiling broadly at my wife and kids, she added, "And you can choose the character of your choice to guide you throughout the day as your personal tour guide. They'll identify games you can play while waiting in line for any of the attractions, or (with a wink to the kids) while you're waiting for your parents." Batman, Fred Flintstone and Scooby Doo were instantly chosen

by the kids, while I went with Bugs Bunny and Nina opted for Green Lantern. Looking at all of us, she added, "And these Virtual Guides can help you discover a virtual story hidden within the park that's revealed to you by your Key. You don't have to do anything but walk around - your Key will simply tell you where to look."

A blinking icon on my iPad immediately caught my attention. Pressing it, a short, animated video began to play explaining the park's history. It told us all about the vision of the park's creators, how renewable energy was utilized in all of the attractions, and about how we could best experience the park by utilizing the interactive maps, fast pass availability and restaurant guides. This key enabled my family to create our own itinerary, literally mapping out the best day for our desires and creating a one of kind experience for each and every visitor who walks through the gates.

Arriving at any of the parks' numerous attractions, we could all upload information into our devices about anything that might interest us, individually. Whereas I opted to read about the technical advancements involved in creating the rides, my kids read in-depth about the backstories of the characters. A list of Batman's enemies came up in line for Batman: Journey Into the Dark Knight, and everything Connor ever wanted to know about The Joker was right at his

fingertips. I marveled at the descriptions of the cutting edge 3-D technology employed throughout the park, how the projector placement and curved screens worked to trick my mind in the 3-D tunnel, and how the independently operated cars were utilized to give



each tram a separate experience from all other park guests. Warner Bros. Studio City Abu Dhabi is truly a wonder of imagination and engineering, and our Keys provided a backstage pass to the greatest theme park in the world.

At each attraction, characters "jump" into your device as you approach the building, welcoming you by name, in your language. As you move into the queue line, the character gives you a quick pre-show setup of the adventure that lies ahead, before guiding you to

an on-demand menu of entertainment options to be enjoyed while you're waiting in line: ride and show premise and background; character biographies; facts and figures; and behind the scene tidbits. What you leave with is a feeling you never actually waited in a line, because the line ends up as part of the ride! My family actually looked forward to the lines!

One of the coolest aspects of the Keys is that they are constantly interacting with the guests. My children all received calls from each of their guides, and I have to admit my chat with Bugs Bunny was long since overdo.

And as we went around the park, each ride provided details and clues about a unique story we were creating based on our choices. Our guides even expressed when they were hungry and needed fed. Isabella put her character down for a nap while we were eating, and Scooby Doo woke up energized and ready for the next attraction.

Warner Bros. Studio City Abu Dhabi is far and away the best theme park I've ever experienced, and with the "Keys" to the park, I emphasize the word experience. It was much more than a visit, it was an interactive thrill ride, with information and fun and games at every turn. The Keys provided a theme park within the theme park, ensuring there was never a dull moment.



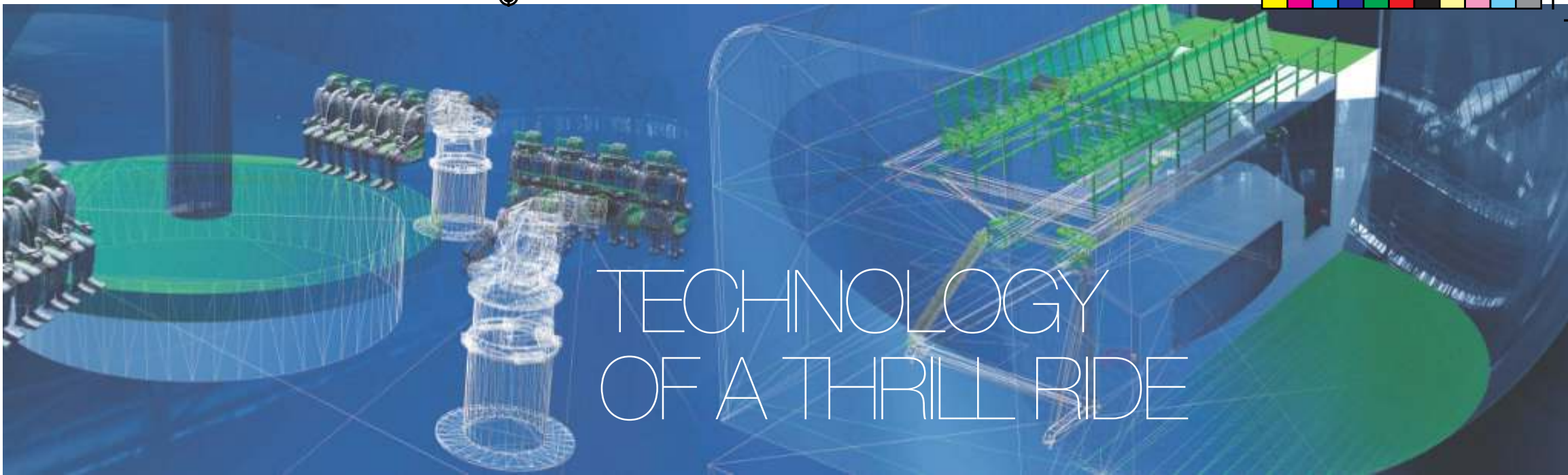
Studio City set out to be the world’s greatest theme park with rides and attractions that not only equaled, but surpassed anything found at any other destination. To that end the Al Ahli Group gathered the greatest minds in the fields of engineering, construction and media production of next generation entertainment and signed exclusive deals with them. The result was a “dream team” that took on the challenge of creating concepts, some of which have never been attempted, and the result is nothing short of extraordinary. With proprietary technology created specifically for Warner Bros. Studio City Abu Dhabi, you can be sure this is a one-of-a-kind family experience that simply cannot be found anywhere else on the planet.

DYNAMIC STRUCTURES

This Canadian company has a history in steel fabrication dating back to the 1920s. DYNAMIC STRUCTURES is one of the industry leaders in creating amusement rides, theme park rides and observatory telescopes, and is internationally recognized for its expertise in imagining and building complex steel structures.

Dynamic structures provides engineering services from “cradle to grave,” from engineering to preparation of drawings, into the manufacturing and fabrication process, and finally into the field where they actually physically build the structures. Their state-of-the-art “INVENTOR” computer program simulates the motion experienced on a ride, allowing engineers to perform dynamic analysis of the vehicles. This technology enabled engineers at Studio City to dream the impossible, and the result was the creation of several of the park’s premier rides, including the double domed flying theater experience, SUPERMAN’S FLIGHT, and the WILE E COYOTE dark ride drop tower, the only one of its kind in existence.

With a staff of highly trained engineers and builders, Dynamic Structures is able to apply motion, graphics and an immersive environment to the models without ever welding a bolt. Prototypes can virtually go for a ride on whatever the team has dreamed up with the client, taking the client and the amusement park industry to places never before seen. With rides like “Soarin’ Over California” under their belt, Dynamic



ROBOCOASTER G3-L is the latest robot arm coaster being produced by it’s namesake.

Structures has proven they are an industry leader capable of conceptualizing and building anything the imagination can dream up.

ROBOCOASTER

RoboCoaster are motion specialists in the field of entertainment, and have successfully applied many breakthrough technologies for advanced ride systems and services. Home of the first passenger carrying industrial robot rides, RoboCoaster and its partners have developed some of the worlds most advanced ride solutions, ranging from compact Family

Entertainment Centre systems to entire Theme Park solutions. Whether it is a high capacity outdoor thrill ride, a state of the art dark ride, unbelievable show action systems, next generation motion theatres, or even motion picture robotic support services - RoboCoaster have an answer. World renowned for its Robot Arm rides like “Harry Potter,” Robocoaster paved the way to the future through the use of exclusive technologies utilized throughout Warner Bros. Studio City Abu Dhabi, as evidenced by the JUSTICE LEAGUE JAVELIN-7

ride. The company utilizes the best motion control systems currently available, ensuring their rides effortlessly combine smooth fluid motion with precision and reliability. Their robot arm is fully certified to Din 4112 by TÜV SÜD Group in Munich, which is widely accepted as the gold standard of ride systems certification.

SNOX AGV

The SNOX Tri and Quad AGV technology brings a new level of affordable flexibility to trackless dark ride and outdoor attractions. With state of the art controls and navigation equipment, the AGV was implemented as a trackless, fully maneuverable attraction on the TOM & JERRY ride. Armed with amazing high speed ride



ROBOCOASTER G2 paved the way for next-gen attractions with it’s unique design.



SNOX AGV QUAD-WHEEL AGV's unique quad-wheel gives excellent performance and maneuverability.



dynamics the SNOX AGV boasts lines, splines, spins, skids, slides and even 'point of view' motion. The SNX6 was the perfect choice for use in Warner Bros. Studio City, so be sure to enjoy it while you're in Abu Dhabi, cause you won't find an experience quite like it anywhere else.

ALTERFACE

Combining innovation and industrial quality, Alterface has developed the Salto™ software driver, a sturdy interactive systems management tool, designed to operate 24 hours a day, 7 days a week in public spaces. The Alterface team can meet challenges of any kind, whether it has to do with technology, content, or interactivity. For its productions, Alterface owns patents on its innovative technology. Visionary as far as the future is concerned, Alterface also invests in various research fields, at the European level, in order to supply its customers with ever richer and more natural interactive solutions.



SNOX AUTOMATED GUIDED VEHICLE is a trackless carrdie technology that makes traditional dark-rides look like a thing of the past.

Utilizing their CinemAction technology, Alterface provides the best interactive dark ride technology in the industry, as evidenced by the DUCK DODGERS and GREEN LANTERN attractions at Warner Bros. Studio City Abu Dhabi. Because of CinemAction, the game unfolds in interaction with the images projected and the scenery; targets hit score points; a ranking is established; and special effects and the soundtrack immerse a whole group of players in a world that stimulates their senses. This flexible technology also enables the addition of new developments at any stage during the lifetime of the attraction, which extends its usefulness.



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dining

WARNER BROS. STUDIO CITY'S Organic Menu

As people become more aware of diet and nutrition, they are increasingly driven to venues that offer more than the “standard” fare found at typical theme parks. Much as parents are attempting to instill in their children a sense of accountability to the environment, they are also interested in teaching proper nutritional guidelines, opting for healthier lifestyles more than at any time in history. Terms like organic and locally-grown have become commonplace amongst those who recognize the need for an awareness of what goes in our bodies and how it is directly related to energy levels and healthy lifestyles.

To this end, Studio City has dedicated an incredible team of chefs and nutritionists to develop the most comprehensive assortment of healthy and tasteful dishes available at every destination in the park, to say nothing of how it compares to the fare found at other theme parks. And as a parent, I would just like to say thank you, from the bottom of my stomach.

Warner Bros. Studio City Abu Dhabi has designed their Food and Beverage program to be as unique and differentiated as the rest of its park, far outpacing any of the competition. Strategies adopted include facilities that are highly integrated into Warner Bros. Studio City's intellectual properties and cultural experiences. Profiles of targeted guests, facility, menu, designs and hours of service were adapted to the local climate. Additionally, provisions for a mix of table service, free flow and fast food restaurants were designed for added comfort and regional nuances.



In order to align the food offerings with the theme park experience, Warner Bros. intellectual properties were used where appropriate and shows were incorporated wherever possible for a truly interactive guest experience. To further the highest level of guest experience, the major food facilities were designed to provide cover to shield from the harshest weather conditions (nobody likes sand in their salad). Food focus will reflect a guest origin mix of 50% Middle Eastern and 50% European.

STUDIO COMISSARY (STUDIO BACKLOT)

Reading up on the fun facts of the commissary as found on the blinking icon of my park “Key,” I learned that all of the eateries are “Super Green” with wind energy credits, recycled materials as furnishings, and use only recyclable or biodegradable materials throughout.

The commissary is very casual, with park themed cafes, lounges, and a wine bar as well as a coffeehouse and smoothie bar. They serve breakfast, brunch, lunch, dinner, snacks and a huge selection of desserts, all with the freshest organic ingredients and an eye on

nutrition. The commissary offers a diverse, simple and inexpensive menu, is wheelchair and handicap accessible, and accommodates most common food allergies, including my lactose intolerance.

BEDROCK DINO-BURGERS (ANIMATION NATION)

This turned out to be our favorite place to eat, not just because of the quality of the food, but because it was all served up to us by a waitress right out of The Flintstones while we were sitting in our own Flintstone's car. The ambiance was great, but what set the Dino-burgers apart was the truly imaginative way in which they mixed Middle eastern flair into the dish. Nina went for the vegetarian burger, while the



kids and I happily chose the lamb burgers. Exotic-tasting spices and chopped prunes gave a unique flavor to these truly succulent burgers. Served with Yogurt-Garlic Sauce, slices of ripe tomato, lettuce and sharp red onion, everything about the food was top notch and organic. It's obvious the powers that be in Studio City spared no expense in creating the very best, uniquely creative, and surprisingly affordable food I've had the pleasure of consuming.

STUDIO CITY HAS
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ASSORTMENT OF HEALTHY
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BAT CAVE DINING EXPERIENCE (DC UNIVERSE)

Come for the food, stay for the experience of eating in the Bat Cave. With an assortment of all of Bruce Wayne's latest and greatest weaponry and crime fighting tools to gaze upon, you'll hardly look down at the food you're eating. But don't worry, it's world class. Why wouldn't it be? After all, it's being served in the private enclave of one of the world's greatest billionaires!

BLADE RUNNER BAZAAR - BACKLOT

Welcome to the future, not just in the visual displays that abound, but in the ordering of our food from our “Keys,” the speed and competency with which it was prepared, and the overall five star dining experience that was the Blade Runner Bazaar. Created by world renowned chef Jamie Oliver, the menu was fashioned in a health conscious manner, with only the finest organic ingredients. Jamie has become renowned for his constant striving to make the world a healthier place to live, but he also knows that it has to taste great.



MEDIA BASED INTERACTIVE DARK RIDE



Reference in picture: LEGO and Blockbuster Group, Manchester, UK

Interactivity powered by
alterface
the interactive company

Animation development by
THRESHOLD
ANIMATION STUDIOS

Trackless ride system by
ETF
ETF Ride Systems

3D BA
www.3dba.be

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مجموعة الأهلي القابضة



AL AHLI HOLDING GROUP

Al Ahli Holding Group, a multinational UAE company headquartered in Abu Dhabi, was the creative developer of the WB Studio Park and took the initiative to show an alternative for a great park delivery.

What separated Al Ahli from all other prospects for the park design and execution was the fact that through Al Ahli's long history in the themed entertainment industry, they came to see how much more efficient a "VENDOR" based structure would be for the direct delivery of a theme park coupled with the total DESIGN capacity contracted directly to Al Ahli from some of the best creative minds in their disciplines. Remember, Al Ahli was the first to secure the top entertainment intellectual properties nearly seven years ago, in 2007.

AAHG is a direct DESIGN & VENDOR based delivery company and in key places, exclusive VENDOR relationships are in place that nobody else had. These relationships were leveraged for the WB park and was the key factor as to how and why the park was built, delivered and opened on budget and on time.

AAHG also delivered a world-class operations company as well direct to Abu Dhabi and drove a smart contract for the owners of the park that challenges the operator to excel in the daily operational delivery to the guests.

The days of the old design firms are over and we are sure that the smart approach of Al Ahli will set the stage for a more balanced delivery of entertainment into the future for the region.