

# The Beetlejuice Experience



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# Beetlejuice brings chaos to a train through the Underworld

The story:

In the experience, the audience are the recently deceased, They aboard this train which takes them to the underworld. On this train, they will encounter Beetlejuice who hijacks the train and things starts to get messy and chaotic!



Beetlejuice is:

- A stand-alone experience.
- Mainly two parts:
  - Part 1: An immersive walkthrough.
  - Part 2: A thrilling dark ride (multiple story lines).

# Who is Beetlejuice?

- A trickster and mischievous ghost.
- Key character from Beetlejuice the movie.





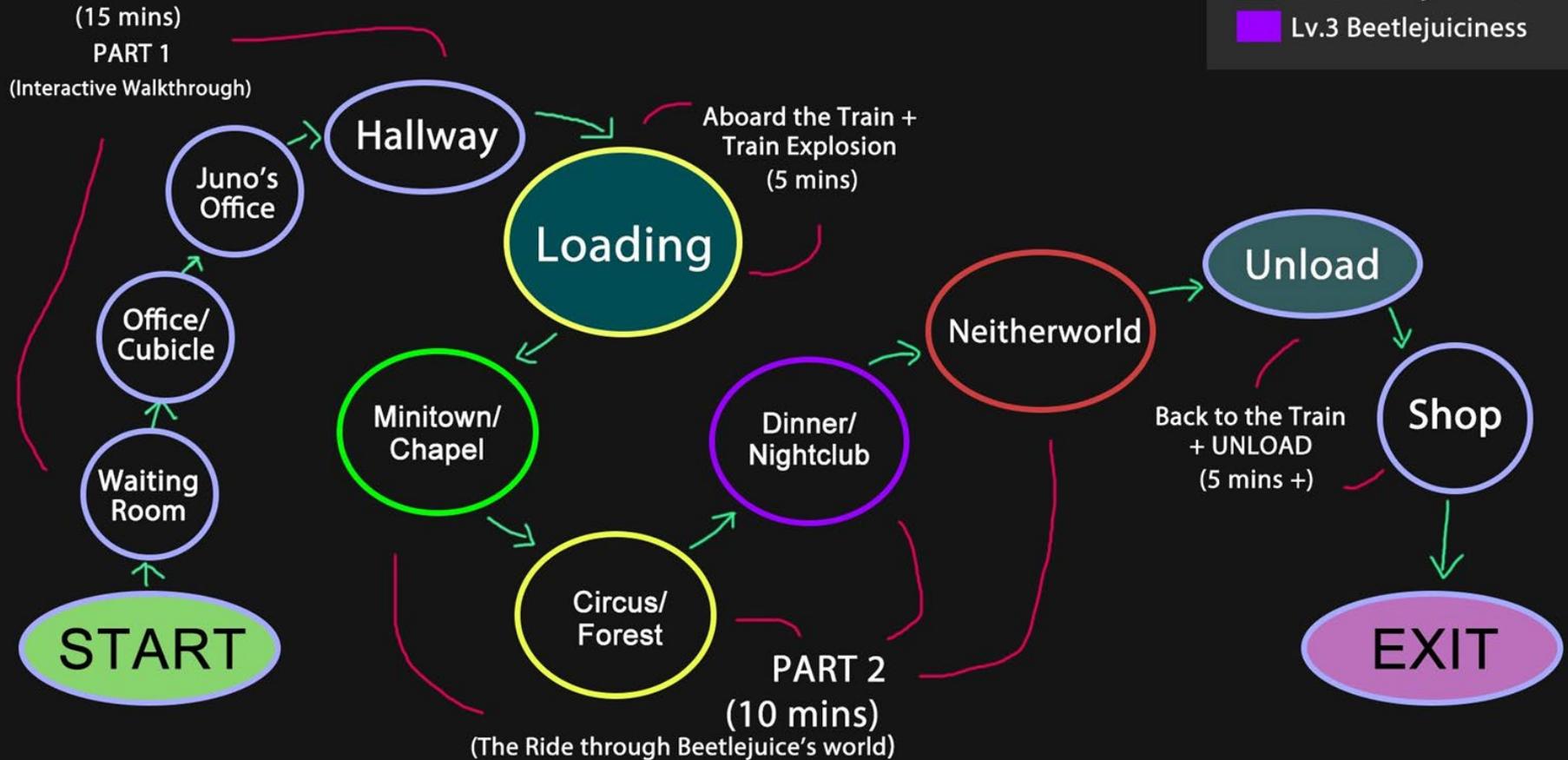
## Why Beetlejuice?

- A classic IP from the 80s.
- Played on TV many times each year.
- Broadway Musical in 2018.
- Universal Orlando's Beetlejuice Maze for horror nights (2020).
- The IP is getting a comeback.



# Emotional/Story Bubble Diagram

- Lv.1 Beetlejuiciness
- Lv.2 Beetlejuiciness
- Lv.3 Beetlejuiciness



# Beetlejuiciness

## Level One

Light



A mild experience.

## Level Two

Moderate



Slightly chaotic.

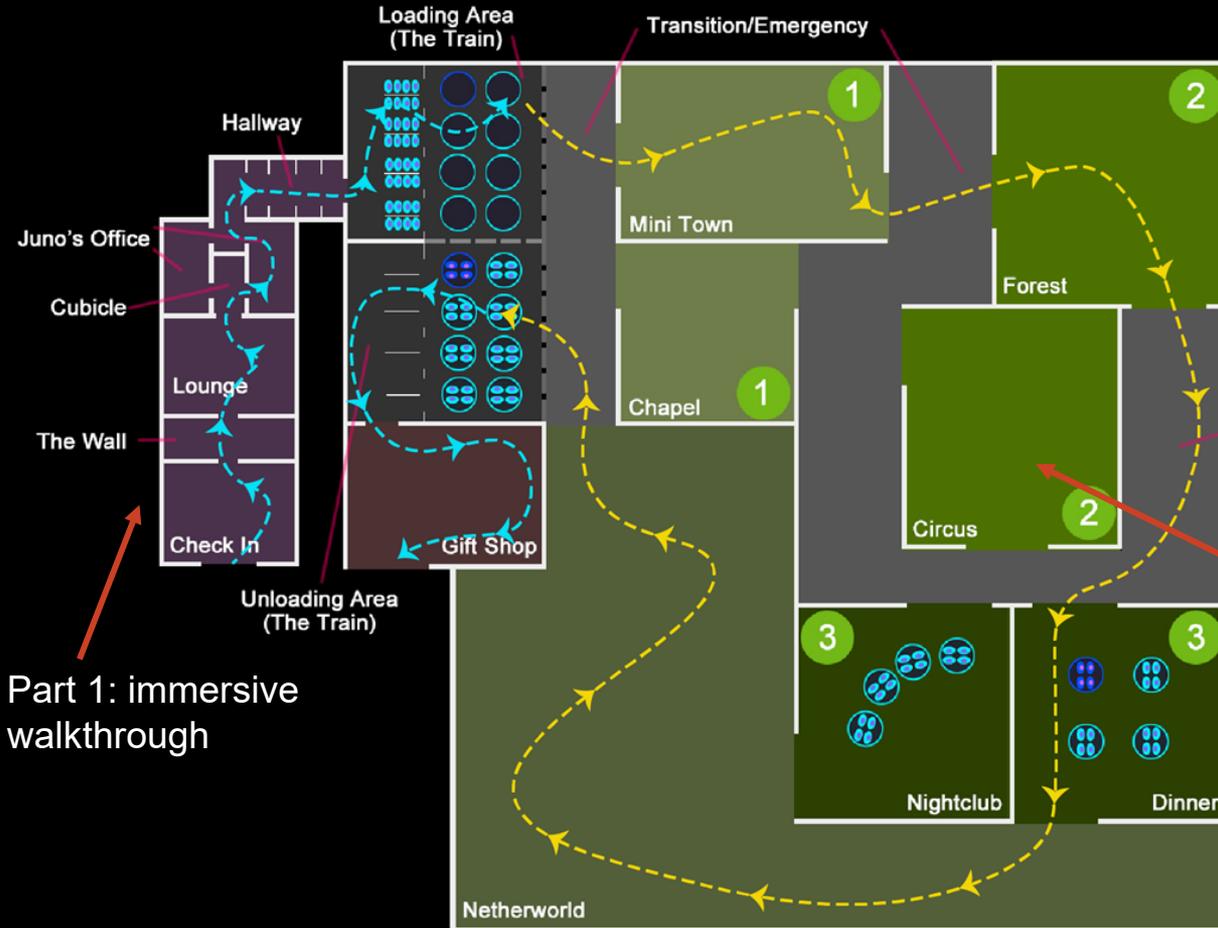
## Level Three

Extreme



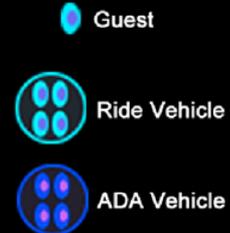
Vey crazy.

# Guest Flow (Not exact proportion)



- Each group of vehicles have 4 vehicles.
- There are 3 groups of vehicle in the space at anytime to maximize guest flow.

Part 2: the dark ride

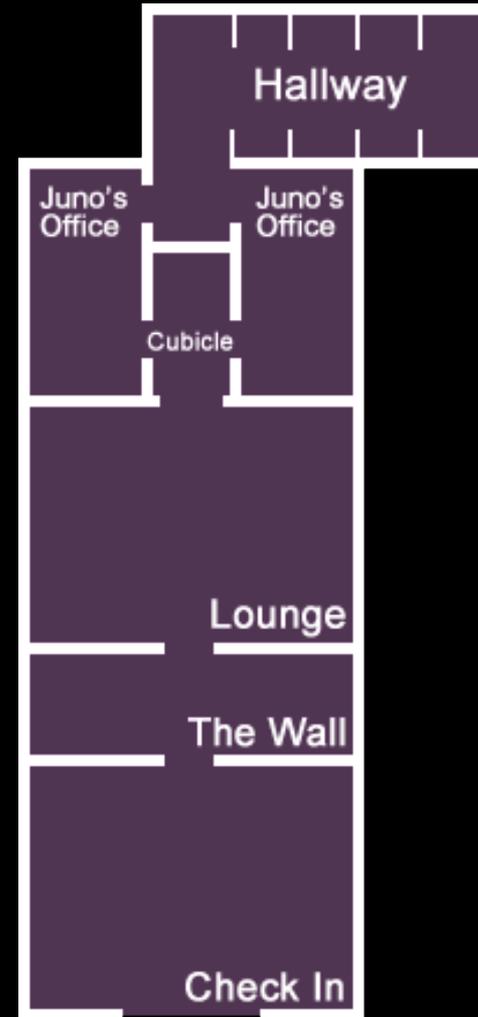


## Part One: Arriving in the Underworld- 15min



# Part 1 Overview

- 15 minutes walk through interactive experience
- Reservation based for groups of up to 8 people
- Guests can interact with live cast members, interactive digital characters, and preprogrammed animatronics



# Registration

After purchasing tickets online ahead of time, guests will receive an email link inviting them to take a quiz and customize their own character to embody throughout the experience.

How would you categorize your cause of death?

- a) Ordinary
- b) Romantic
- c) Gruesome
- d) Tragic
- e) Ghostly



**Name:** George Fraser  
1890 - 1918

**Occupation:** Lion tamer, aspiring zoologist

**Cause of death:** Escaped tiger

**Hobbies:** Animal rights activism

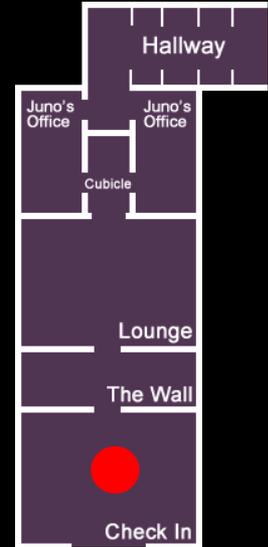
Guests' information will be kept on file and used during the experience for more personalized interaction with characters. Similar to Disney World's StoryMaker, this info will be used to create specific personalized interactions between characters and guests.

# 1) Check In

Guests will check in outside of the showbuiding, which has the exterior facade of an abandoned industrial warehouse.



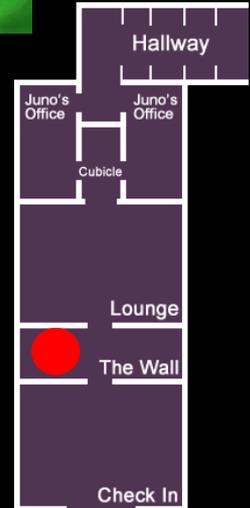
Guests will be assisted by two bored dead interns. Each reservation group will receive one small pamphlet copy of the Handbook for the Recently Deceased to guide them along their journey.



# Entering the Underworld



After consulting the handbook, guests will read the instructions to draw a door and knock three times in order to enter the Underworld. After drawing a door on the wall, it will expand and open (similar to the mirror in Enchanted Tales with Belle), leading guests into a long, smoky hallway.



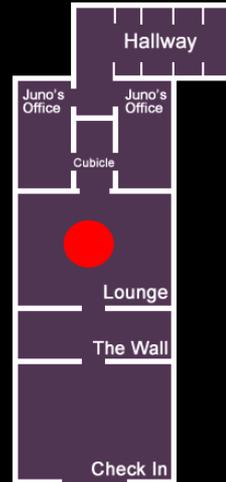
## 2) The Lounge



Guests will first enter the Lounge, designed to look like the Underworld waiting room from the movie. After pulling a ticket number, guests are free to walk around the space and interact with the many cast members, as well as digital interactive characters like Miss Argentina.



Miss Argentina, controlled by a hidden actor, will have access to guests' character profiles for personalized interactions.

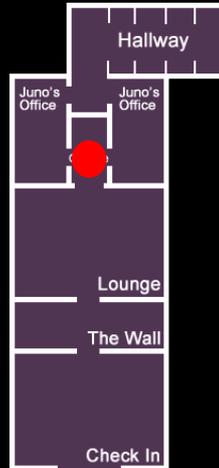


# Office Cubicles

After the guest's number is called, their group walks through the office cubicle space to Juno's office.



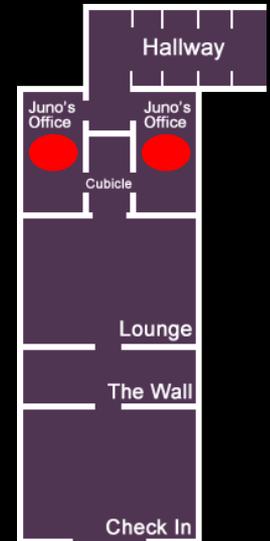
This room contains rows of enclosed cubicles where animatronic skeletons work at their desks. Some are autonomous with motion sensors to “watch” guests as they walk past (similar to the Vyloo animatronics in Mission Breakout queue).



### 3) Juno's Office

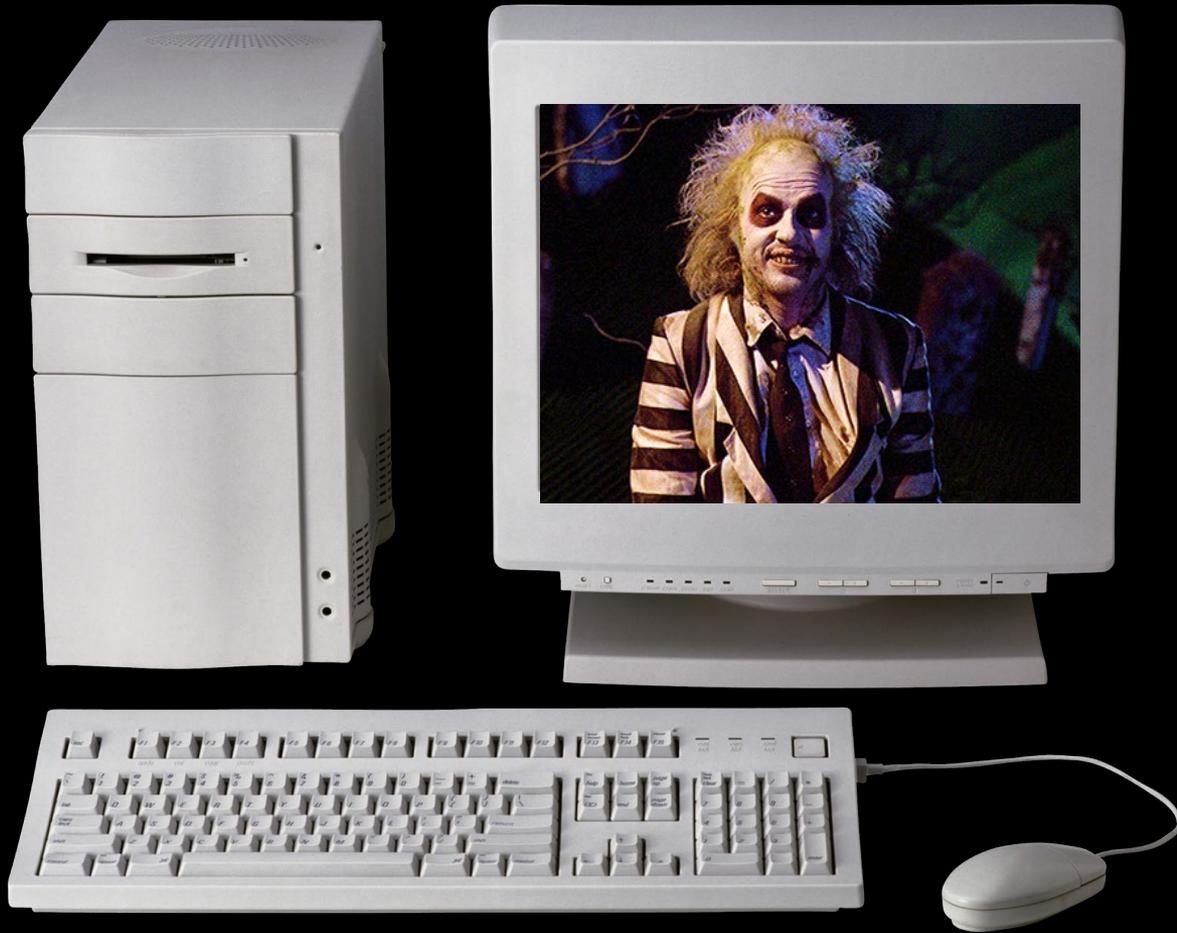


Guests will be sent to one of two of Juno's offices. Juno (a digital character) will give guests the "dead person debrief" and explain the train boarding process. Suddenly, in the middle of her spiel...





All of the lights in the office shut off, and the room is filled by green floodlights, Juno leaves (her screen) to go see what's wrong, leaving guests alone in the room.



Suddenly the computer turns on and Beetlejuice appears. He explains his plan: he wants to take over the Underworld, but he needs your help.

Beetlejuice asks the guests to call his name together once they're on the train to summon him. If they do this, he promises a VIP tour of the Underworld.

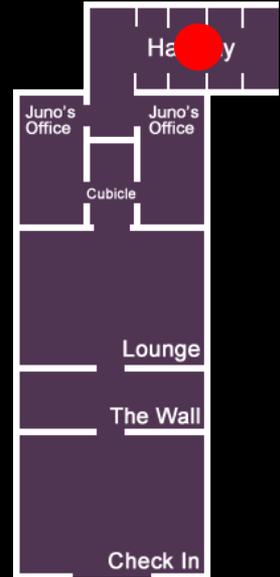
Once the lights turn back on, Juno returns and ushers guests into the hallway.

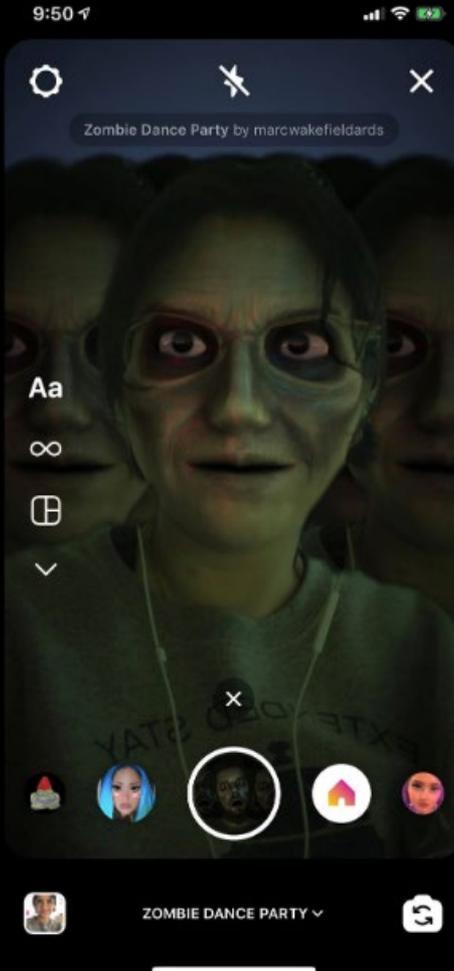
## 4) Hallway

The last room in Part One is a long, twisted hallway with doorways lining both sides. The last doorway leads into the train loading area.



The doorways open to reveal screen projections of different ghosts and spirits wandering the Underworld.





Some doorways open to reveal mirrors with AR facial recognition technology, so guests can see their reflection of what they look like as a dead person in the Underworld. These images will also use guests' customized characters and reflect their specific cause of death.

# Part 1 Tech Review

- Hidden doorway/entrance
  - Ex: magic mirror in Enchanted Tales w/ Belle, Rise of the Resistance cell block exit
- Digital screens in waiting room for Miss Argentina w/ rear projections for dimension
  - Ex: Turtle Talkstyle hidden actor for Miss Argentina
  - Ex: Rock'n'Roller Coaster preshow projections
- Animatronic skeletons (some autonomous)
  - Ex: Gringotts Money Exchange goblin, Vyloo on Mission Breakout
- Practical Fun House Effects in all rooms
- Mirrors in hallway with customizable digital overlay/facial recognition
  - Ex: StoryMaker interactive elements, AR facial recognition

A photograph of a train dining car interior, showing tables set with white cloths and chairs. The image has a green tint and a large, semi-transparent circular watermark in the center. The text "Part Two: Onto the Train 20min" is overlaid in green at the bottom left.

Part Two: Onto the Train 20min

# Tour



- Board a train “car” with walls made out of projector screens and projected visuals.
- Car is just a facade and it’s the train car seats that are the actual 4 person ride vehicles they will embark on their adventure with

- This is the more traditional dark ride portion of the ride
- Starts out as tour of the underworld and are accompanied by your lovely dead attendants



# Rising Action- Tour Gone Awry

BEETLEJUICE  
BEETLEJUICE  
BEETLEJUICE

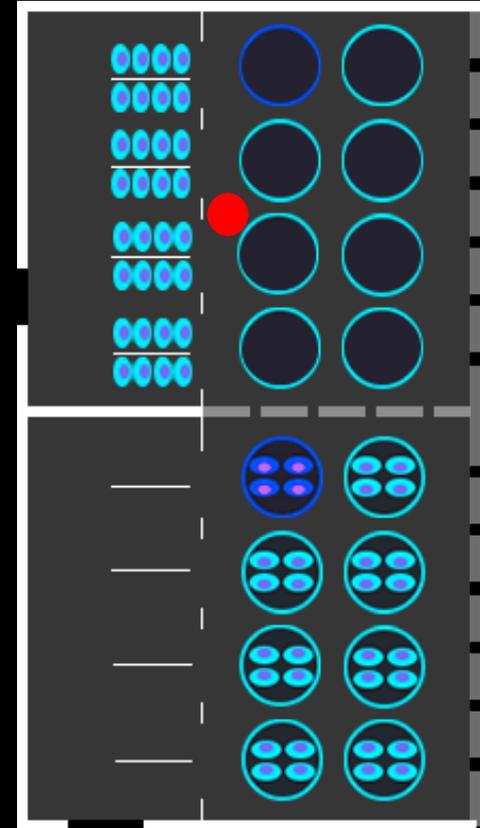
- Beetlejuice's voice comes through the intercom telling guests on the count of three to say the special word
- Guests call Beetlejuice 3x
- Beetlejuice hijacks and explodes the train

- The lights black out and guests are directed towards a projected Beetlejuice on the ceiling who reveals how he created alternate version of the underworld and we are its new unwilling occupants
- This is when the fun begins

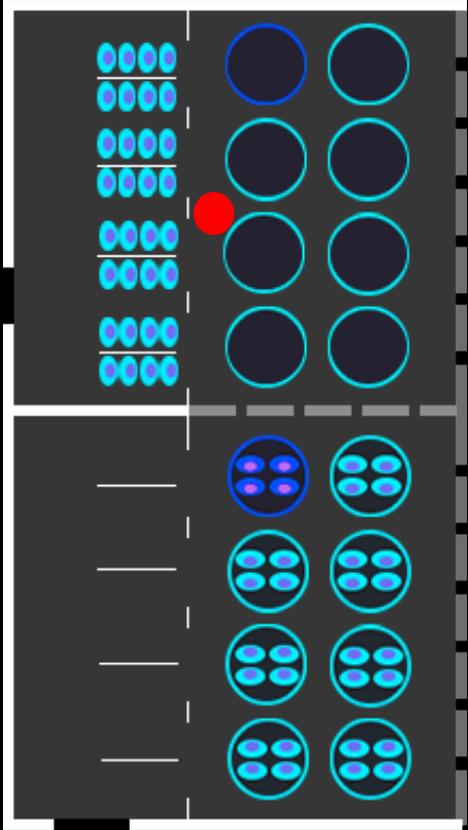
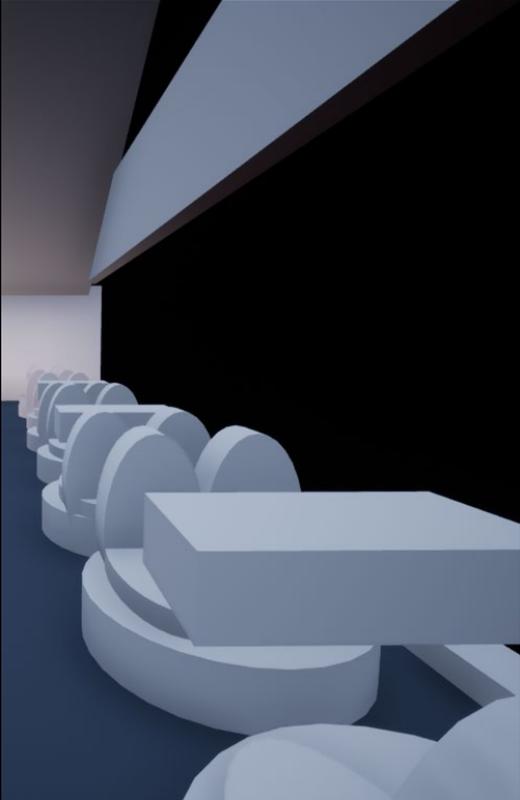
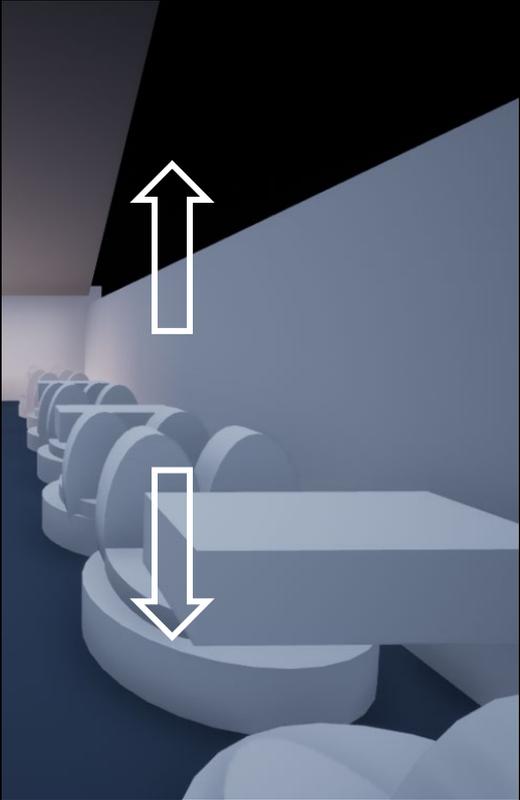


# Rising Action

As the guests are looking towards the ceiling, one of the walls (which is a projector screen) lowers down and the cars are able to be sent off on their experience in their mini cars

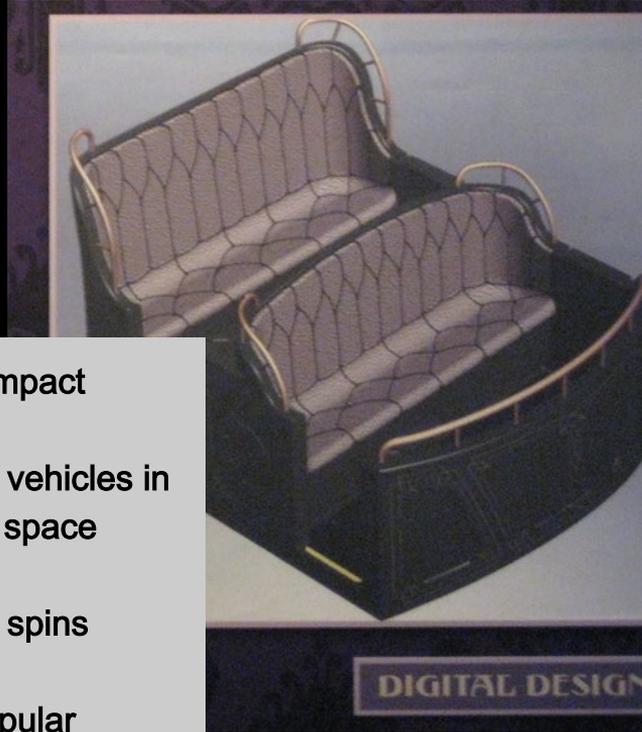


# Mechanics of the Explosion



# Ride Vehicle

Giving the 4 Person Trackless Ride System a New Look



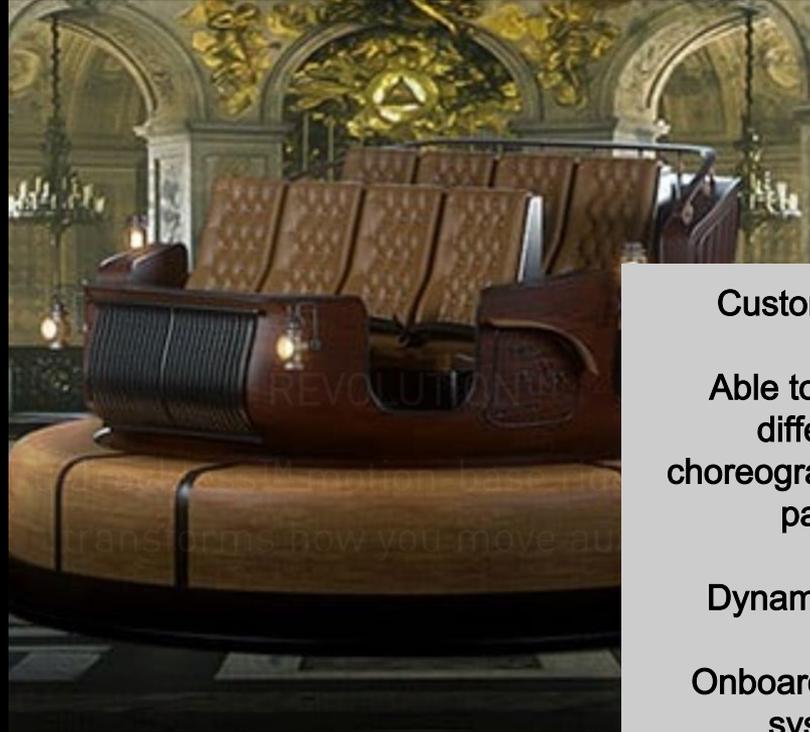
Compact

Able to fit vehicles in one space

360 spins

Popular

Inspired by movement and 4 person vehicle from Mystic Manor



Customizable

Able to handle different choreographies and paths

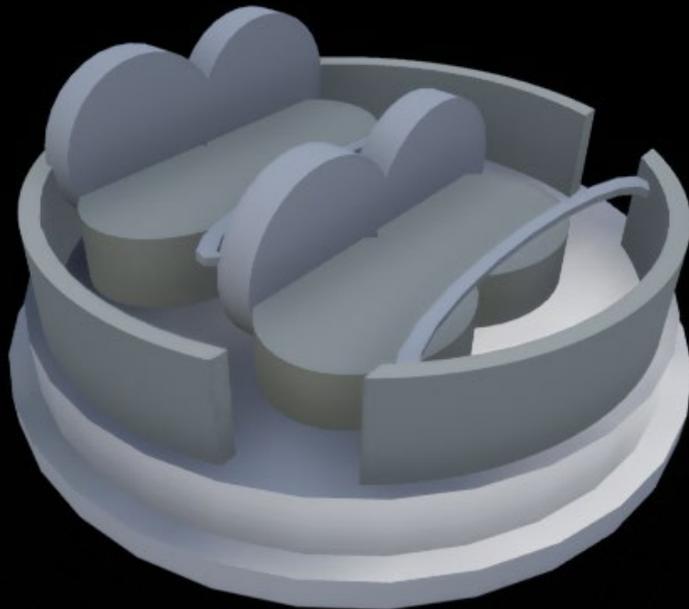
Dynamic audio

Onboard gaming system

The form of the Revolution by Oceaneering

# Ride Vehicle

Mock Up of the Beetlejuice Experience Ride vehicle with features from both the  
Oceaneering vehicle and Mystic Manor vehicle



# Movement



This vehicle will allow for a fun, wacky, disorienting ride experience as guests are rotated, sped up and down, and move in different directions throughout the ride space.

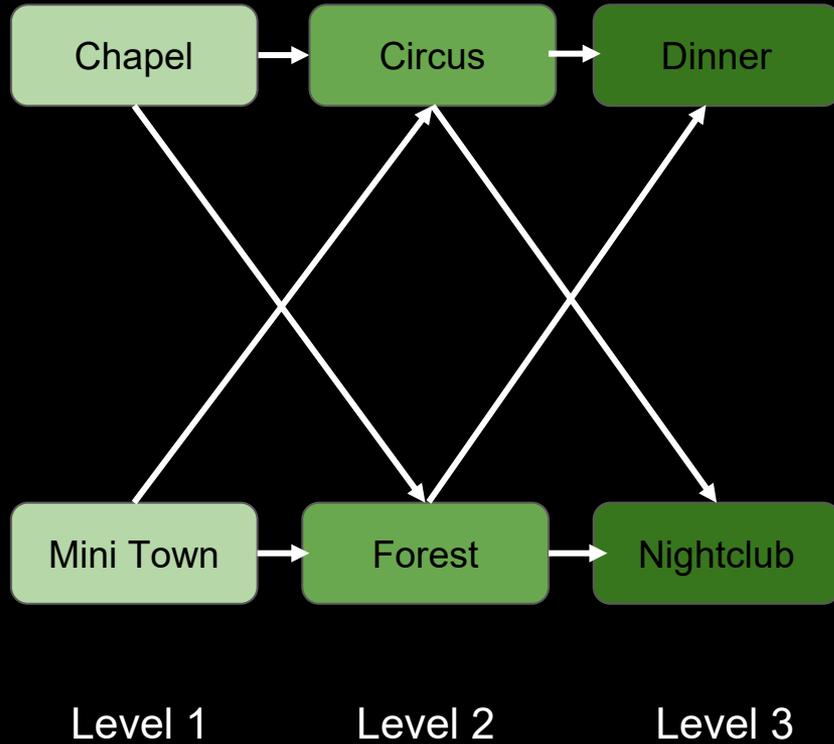
- These are just a few examples of what that would look like!



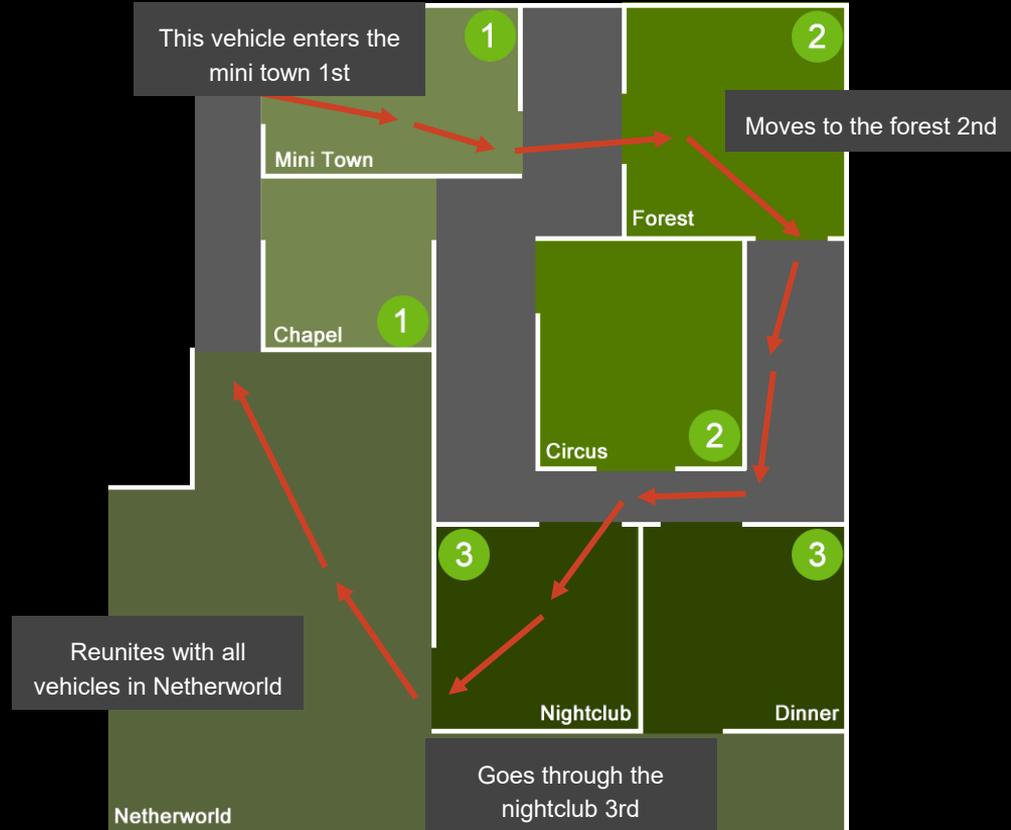
# The Combinations

- Guests are loaded in train (loading zone) which contains the 4 person ride vehicles
- There are a total of 6 rooms with 8 different combinations of spaces to go to
- Guests take 1 of 8 potential paths
- Each rider will go to 3 rooms based on increasing Beetlejuiciness

# 8 possibilities/routes



## Example of One Route

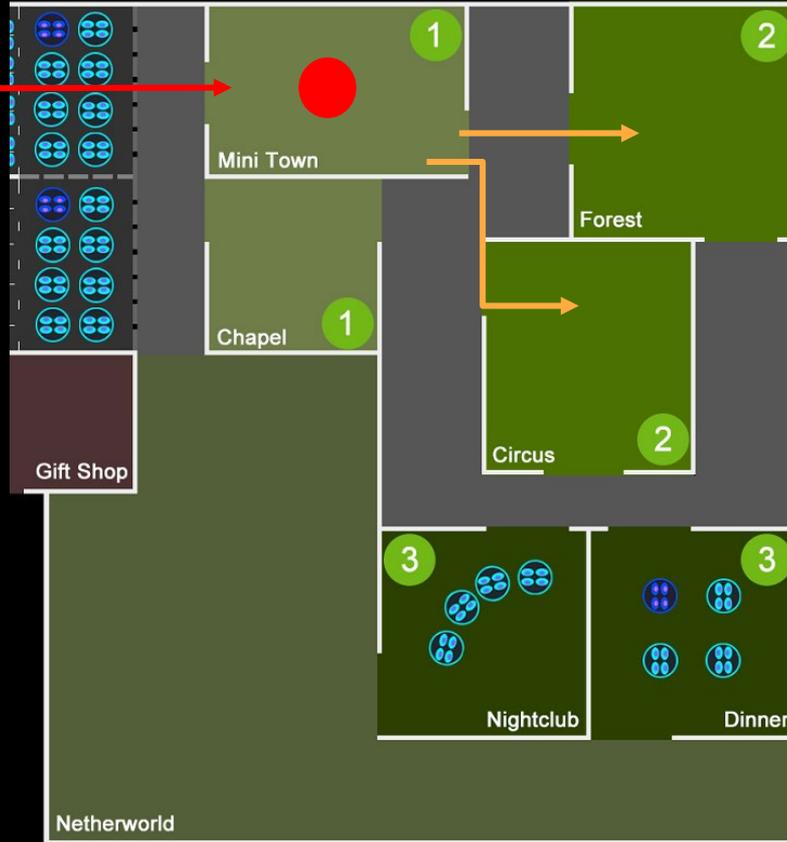


Now Onto the...



6 Experiences

Red arrow is where guests are from



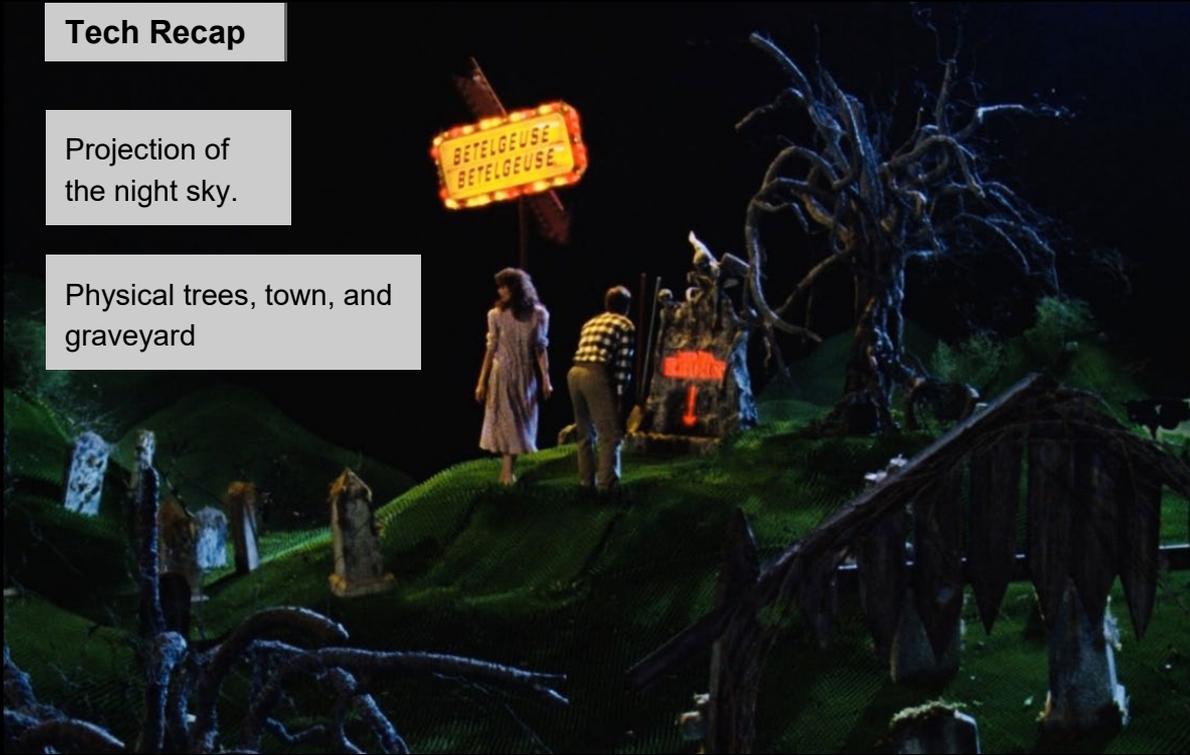
the orange arrow is where guests will go for the next room

Flow Diagram in 6 Rooms

## Tech Recap

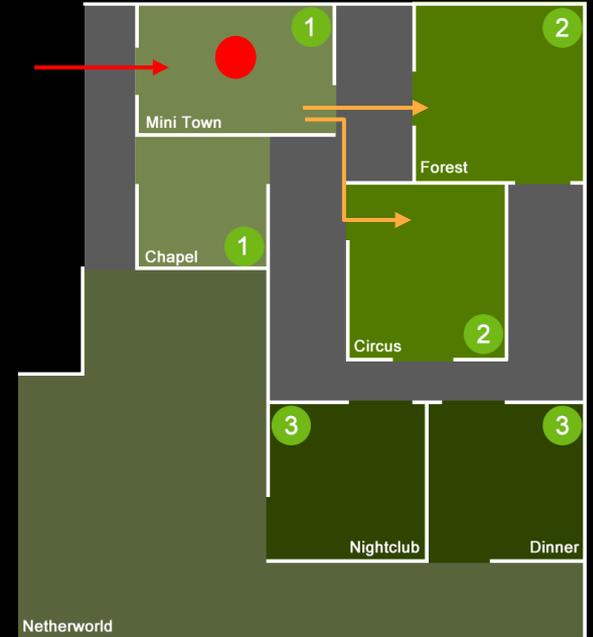
Projection of the night sky.

Physical trees, town, and graveyard



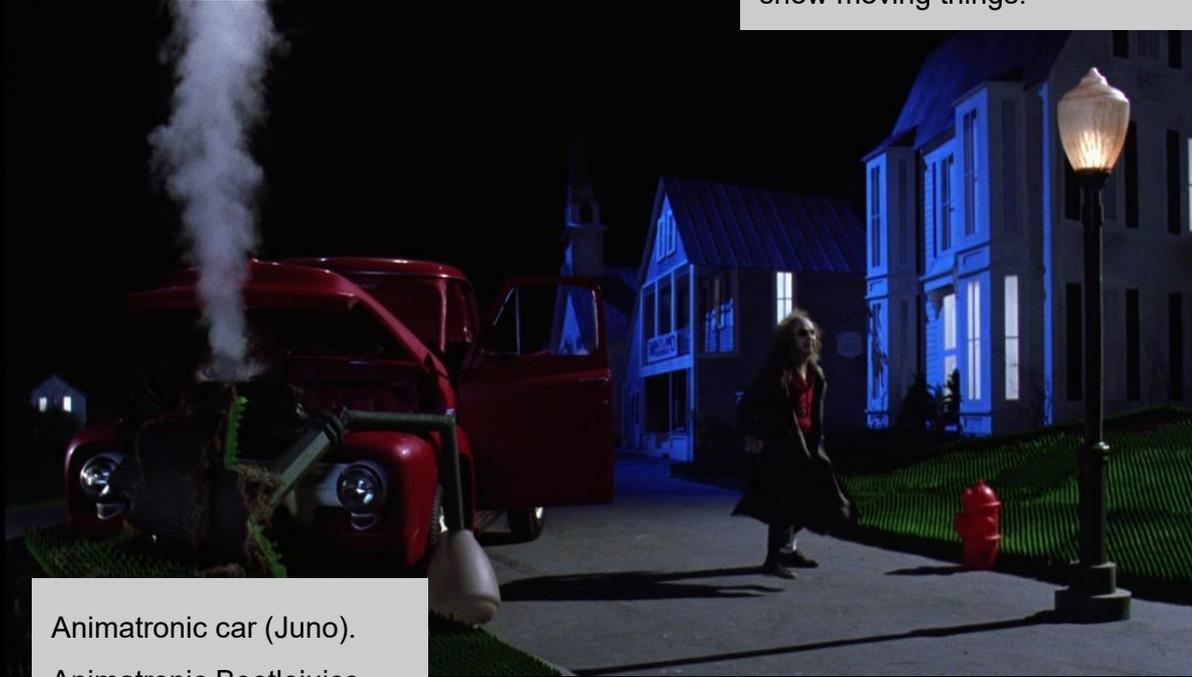
## Story

In the mini town created by Mr. Maitland guests go through the tunnel and are shrunk down into the street nearby beetlejuice's grave.

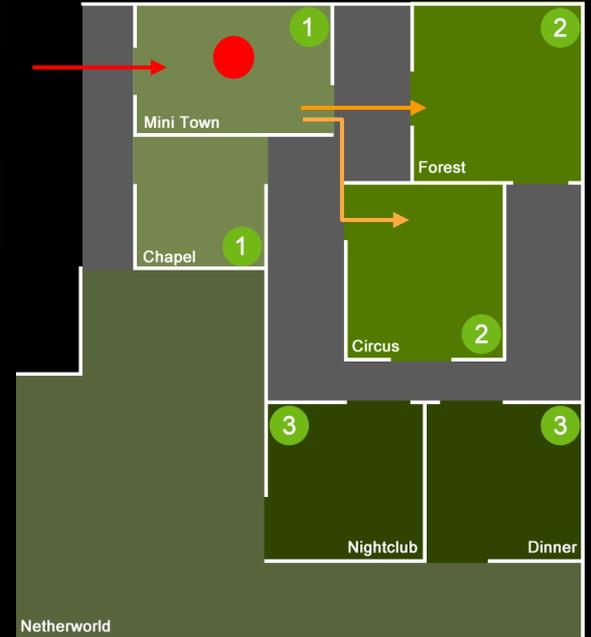


## The Maitland Mini Town

Projection on the windows to show moving things.

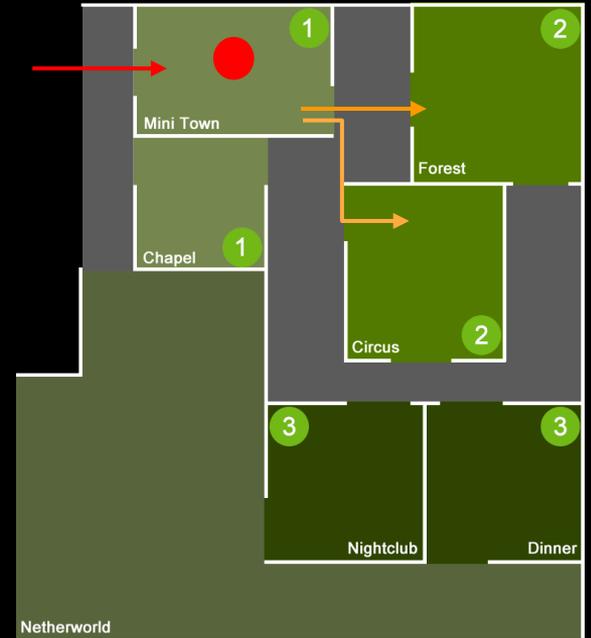


Animatronic car (Juno).  
Animatronic Beetlejuice.



Beetlejuice will control their cars to give a tour of the town.  
Then guests will turn to hear Juno's voice coming from the red car

The Maitland Mini Town



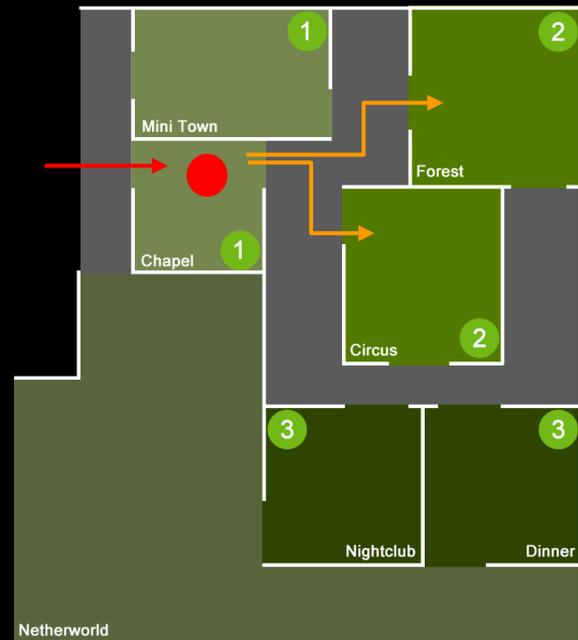
Juno asks guests to leave from the replica Mailand house immediately

The Maitland Mini Town

# MINI TOWN TECH RECAP

- Animatronic Beetlejuice
  - preprogrammed
  - Ex: GRINGOTTS BANK Animatronic Goblins
- Can animatronic - moving hood, changing lights, vapor for smog, and slight shifting movements
- Physical trees and town
- Physical gravestone
- Physical grass patches coming up from the ground
- 4K projection of night background
- Projection on houses that show things moving in the windows

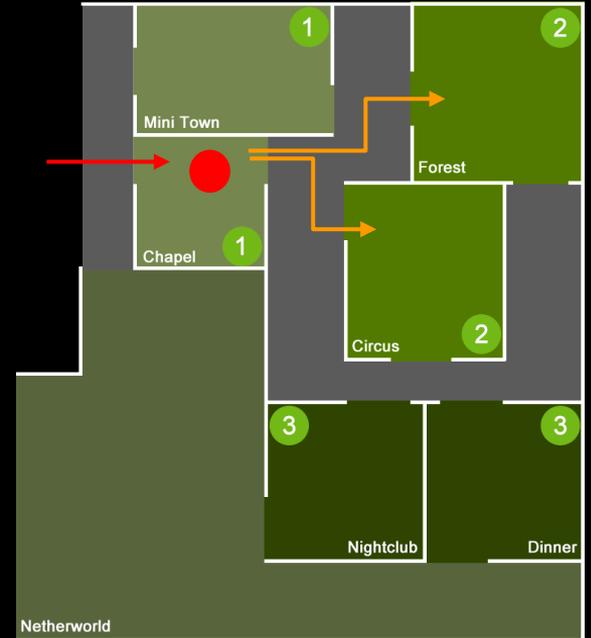
Projected chapel walls.  
Physical pews and props.



Guests file into gothic style chapel as the guests of Beetlejuice's wedding  
The other ride vehicles move into rows.

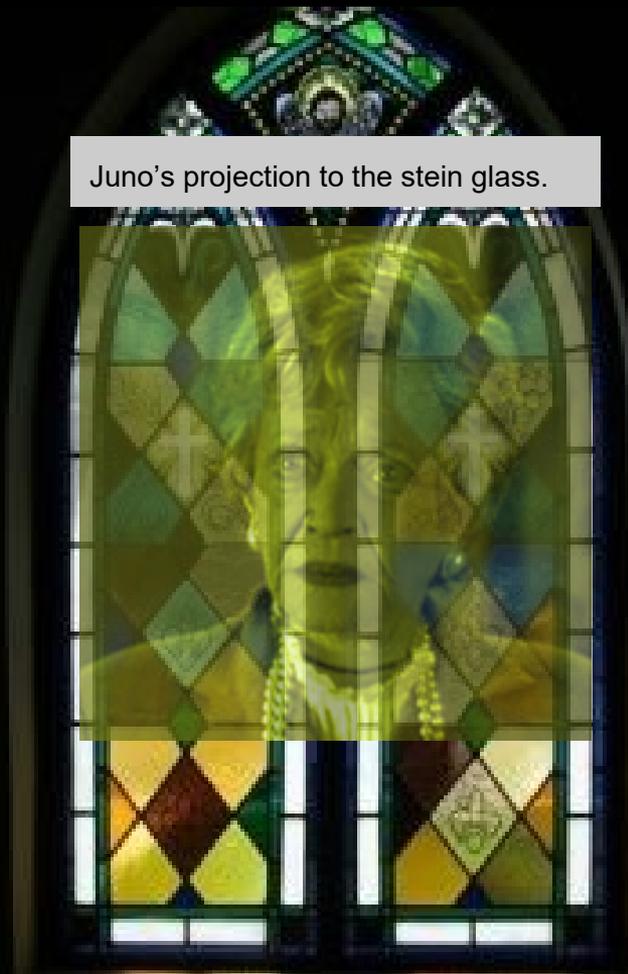
Spooky Chapel (Marriage to Beetlejuice)

Animatronic Beetlejuice and alien.

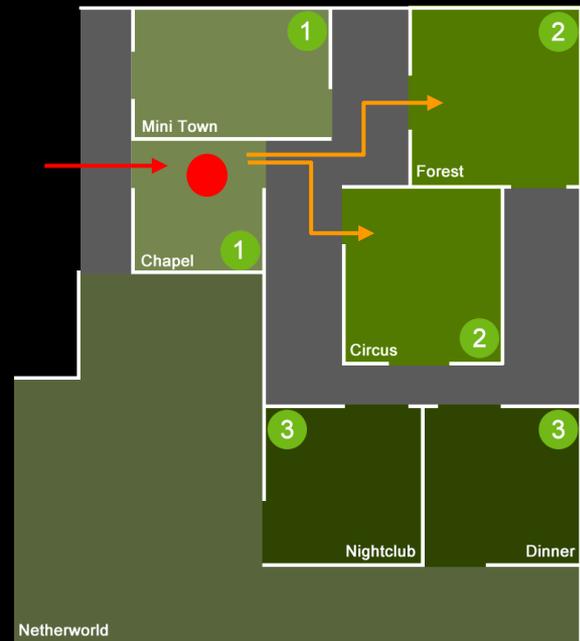


One precoded lucky car will go to the front to marry Beetlejuice

Spooky Chapel (Marriage to Beetlejuice)



Juno's projection to the stein glass.



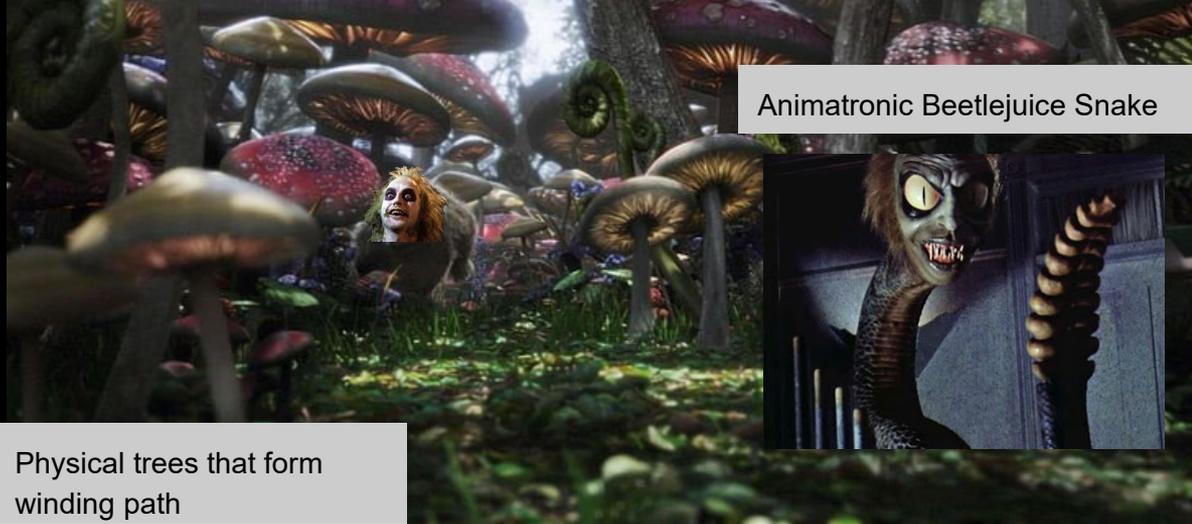
Juno will then appear on the projected stained glass, cancel the ceremony and send the guests out of the room

# ChAPEL TECH RECAP

- Animatronic Beetlejuice (one controlled by backstage actor)
  - Ex: Toyota Humanoid (real time controlled)
- Animatronic little alien dude (controlled by backstage actor)
  - Ex: Muppet Mobile Lab (remotely controlled)
- Physical pews and props
- 4K projected chapel wall
- Juno stain glass projection



Animatronic Beetlejuice  
face spiders, bats, owls,  
foxes, deer

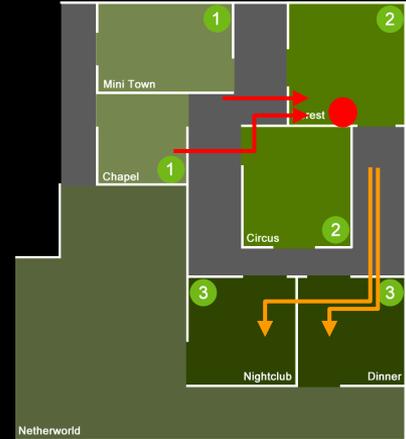


Physical trees that form  
winding path

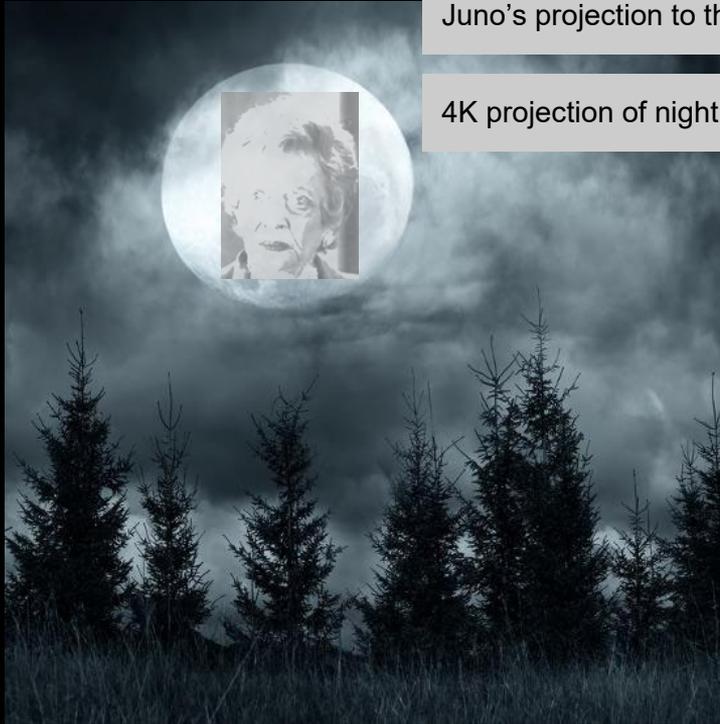
Animatronic Beetlejuice Snake



This is a dark and ghoulish forest with tons of horrible creatures with  
face of beetlejuice  
Suddenly, the snake Beetlejuice shows up, the chairs move towards  
an opposite direction, snake Beetlejuice starts chasing guests.

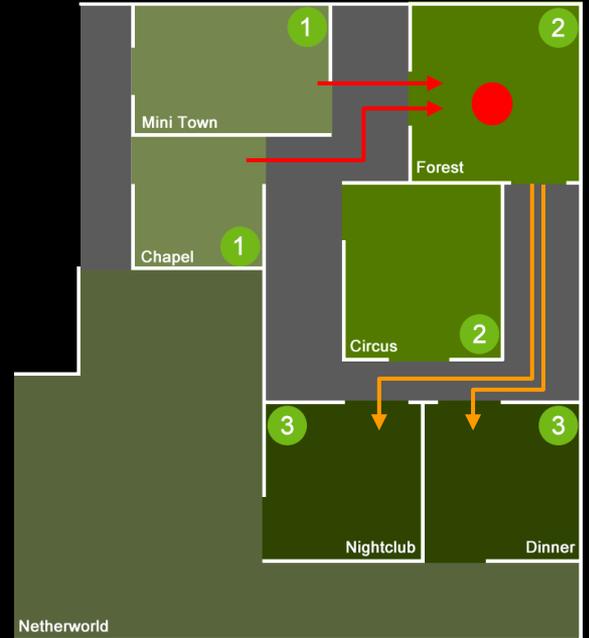


## Forest of Beetlejuice (Creepy Creatures with Beetlejuice's Face)



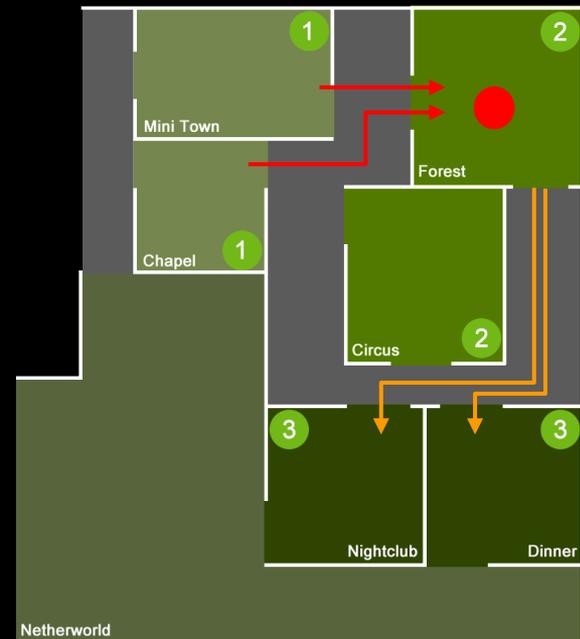
Juno's projection to the moon

4K projection of night background



Juno will appear on the full moon and point the only escape for guests

Forest of Beetlejuice (Creepy Creatures with Beetlejuice's Face)



When guests almost get to the exit, they find it is turned into the mouth of the snake Beetlejuice. Chairs are so fast that they rush into it

Forest of Beetlejuice (Creepy Creatures with Beetlejuice's Face)

# FOREST TECH RECAP

(Pre-programmed Animatronics with Bundled Optical Fibers)

- Animatronic Beetlejuice Snake (giant/ half body or just head)
  - Mouth open to reveal dark door in mouth
- Animatronic Beetlejuice face spiders, bats, owls, foxes, deer
- Physical trees that form winding path
- 4K projection of night background
- Green, purple, and blue lighting for trees

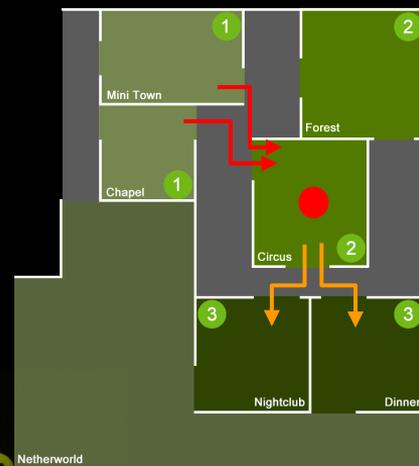
Animatronic Beetlejuice 1 (Lion tamer)



Animatronic Beetlejuice 2 (Knife Thrower)



Animatronic Beetlejuice 3 (Long Arm)



For the chaotic circus, guests find themselves in a carnival like space  
They see three tent facades scattered around the room and they will see  
three different forms of Beetlejuice presenting a circus act

## Chaotic Circus

## Animatronic Juno

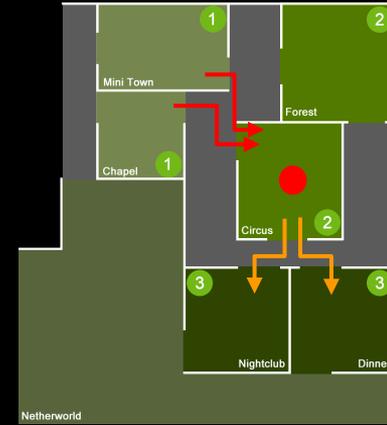


## Ring of fire



Beetlejuice want to pick an unwilling volunteers in the ring of fire performance

Juno appears on top of a tent in a clown costume and uses a fake flower that squirts water and create a path in the fire ring for guests to escape



Chaotic Circus (View Different Sideshow Circus Tents)

# CIRCUS TECH RECAP

(Pre-programmed Animatronics with Bundled Optical Fibers)

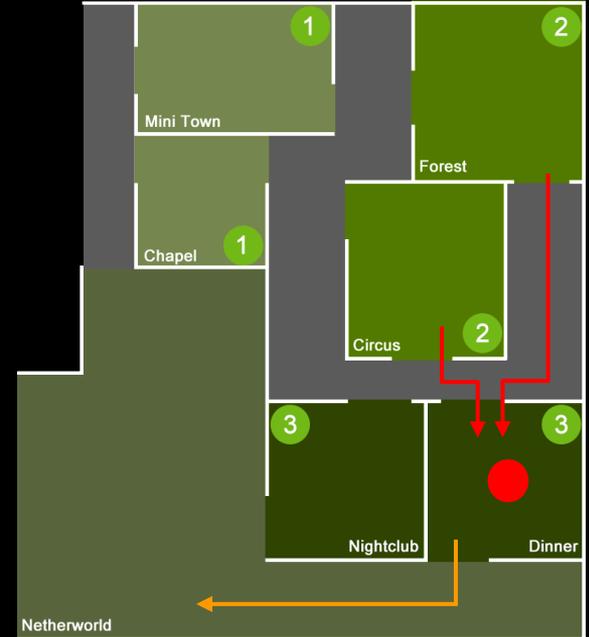
- Animatronic Beetlejuice 1 (Lion tamer)
- Animatronic Beetlejuice 2 (knife thrower)
- Animatronic Beetlejuice 3 (long arm beetlejuice from movie)
- Tent facades around the room
- Projection into tents
  - Like snow white shanghai
- Ring of fire to send guests off
  - (fog and fire effects like Thunder Mountain)
- Animatronic Juno
- Neo black light



Animatronic Chef Beetlejuice

Animatronic food

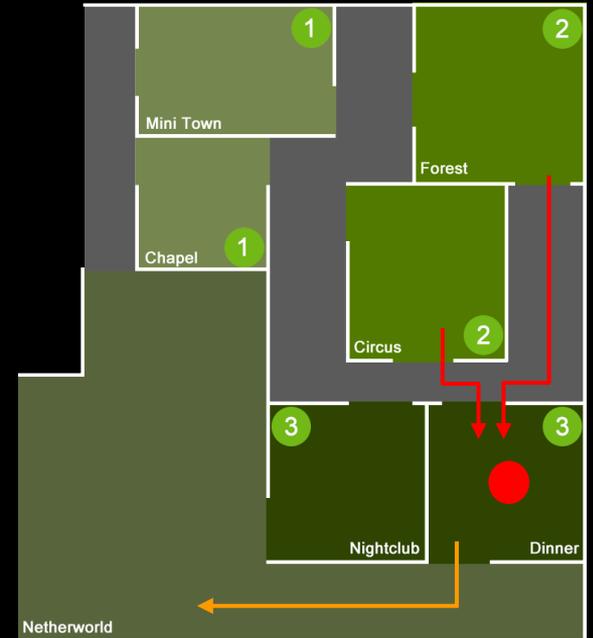
Giant animatronic cake monster



Guests' cars will be arranged around a long table.  
 The odd looking food on the table suddenly start dancing with Day-O by Harry Belafonte which is from the dining scene in the movie

Beetlejuice saying he is going to present the desert, and see him appear on top of a giant mechanic monster cake

### Deadly Dining Hall (Attack of the Food)



In one of the dishes on the table, Juno's head appears and direct guests to the exit  
The monster cake is lounge at them and the vehicles rush out

### Deadly Dining Hall (Attack of the Food)

# DINING HALL TECH RECAP

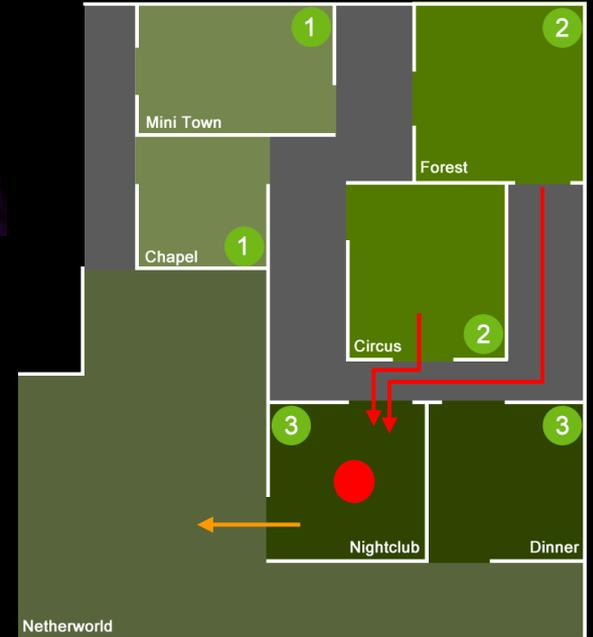
- Pre-programmed animatronic Beetlejuice 1 (chef beetlejuice)
- Giant animatronic cake monster (breathing motion and moves forward)
- Animatronic food that moves up from table
- Table, chandelier
- Dark, yellow, dim lighting
- Smell diffusers
- Animatronic Juno head

Animatronic singing beetlejuice.

Animatronic band with instruments.



Strobe colored light (blues, greens, purples)



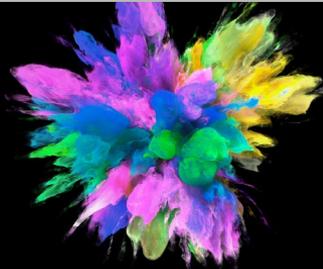
They might go to popping jazz night club of the underworld, and have a crazy party with many dead people

The main singer, Beetlejuice, perform and speed up the movement of chairs following his music

The Midnight Nightclub (Party With Dead Friends with performer, Beetlejuice)



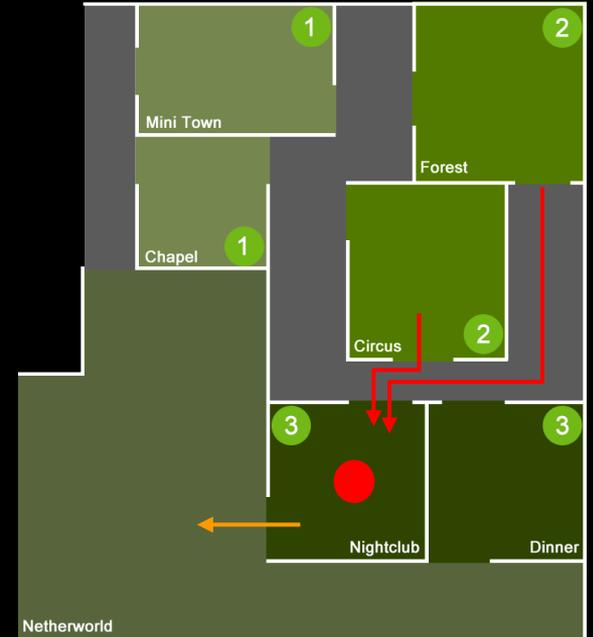
Colored smoke for explosion (water vapor)



A physical bar with projected Juno and drinks



Luminescent walls, floors



Juno will appear at the bar and cause the potions/ neon drinks from the bar table explode, causing the song to end and allowing for the guests to leave

As Beetlejuice takes his bows, he says he will give us an encore later

The Midnight Nightclub (Party With Dead Friends with performer, Beetlejuice)

# NIGHTCLUB TECH RECAP

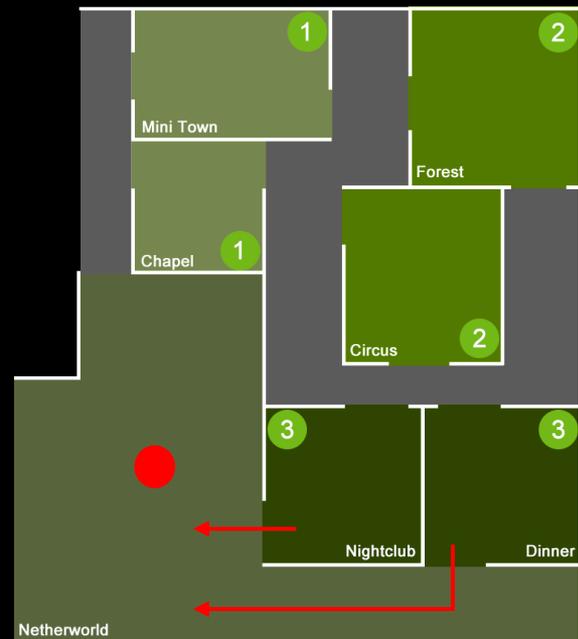
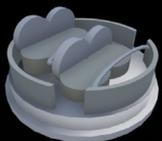
- Animatronic band with instruments
  - <http://www.garnerholt.com/ghp-inc/projects.aspx#fantasy>
  - Made star wars band animatronics
- Animatronic singing beetlejuice
- Projected crowd
- Tables with skeleton guests
- Skeleton waiters with projected food (illusion bowl)
- Physical bar
- Projected bartender Juno and drink case behind clear wall
- Strobe colored light (blues, greens, purples)
- Luminescent walls, floors, and details
- Colored smoke for explosion (water vapor)

# Climax

Animatronic sandworm and Animatronic Beetlejuice



4k Projectors from the ceiling to project sandy landscape



All 8 vehicles will enter into the sand filled netherworld region

A giant sandworm rise from the ground and Beetlejuice is sitting on top of it

Beetlejuice controls the sandworm to attack those who didn't participate or complete his performance.

# Climax



Changing lights from the ceiling



Juno explains she could not appear physically in beetlejuice made underworld through the speaker in the car. And she directs guests to all say beetlejuice's name three times together to stop him

When they do so, sandworm and beetlejuice fall back into the ground

Beetlejuice's underworld collapsed as crazy lighting and fog went around.



Green fog machine

# CLIMAX TECH RECAP

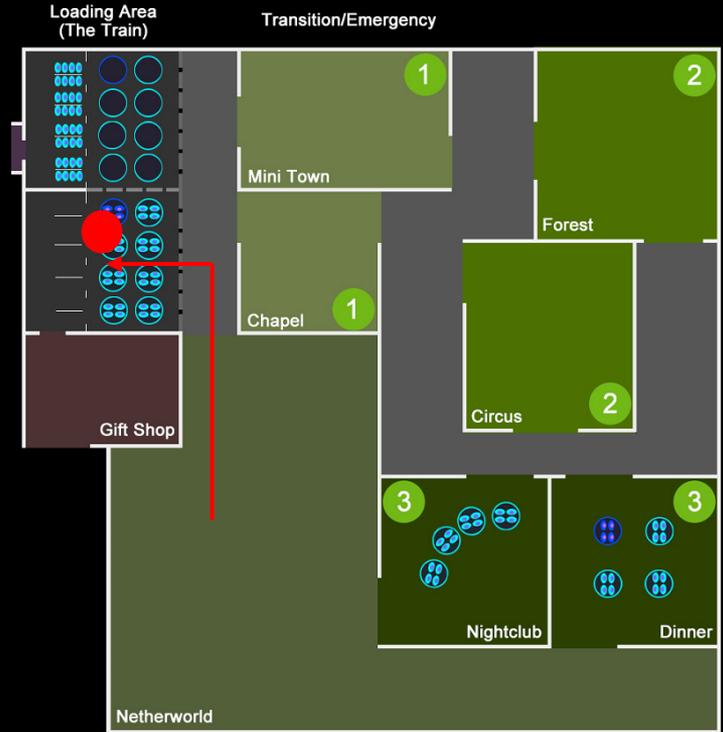
- Animatronic Sandworm
  - Potential Manufacturer <http://www.garnerholt.com/ghp-inc/projects.aspx#fantasy>
  - Made fantasmic dragon and large dinosaurs
- 4k Projectors from the ceiling to project sandy landscape
- Yellow lights up from the floor
- Fog machine
- Changing lights from the ceiling

# Back on the Train



Juno appears on the train window and says,  
“Didn't I tell you all not to say his name?! Even dead, humans are so foolish, but at least you all are back to where you belong. And please don't call his name again!”

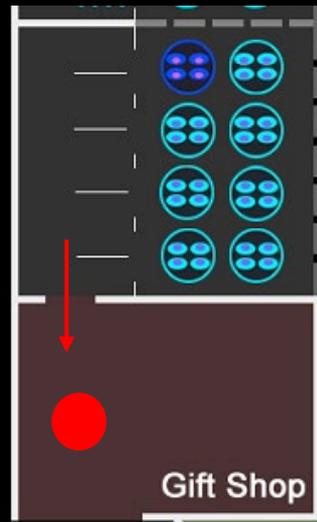
- When the lights get dark and bright up again, guests are in the second but visually same train set as the one from the beginning.
- Looks like everything goes back to “normal”, but actually they successfully go to where they should; the underworld.



# Resolution



In the music of Jump In the Line, guests unload from the train here and exit to the underworld gift shop.



Guests can buy products of different kinds of beetlejuice in different shapes shown in the ride. CMs will secretly reveal that Juno does not approve of the Beetlejuice merchandise.

# Overall Review

**PG** For Families,  
Teens, YA, and  
Avid Fans of Franchise



**1-8** People  
Per Reservation



**3** Random Rooms Per  
Experience

**28-32** Guests in  
one load



**380** Hourly Capacity



**\$30-\$50** Kids: \$30  
Adults: \$50

Thank You!



Beetlejuice is **Dying** to Meet You