

Universal 360

Reported as “the only show of its kind in the world!” Universal 360, amalgamated sophisticated high-definition projection technology, solid state lasers and a rainbow of pyrotechnic displays. With more than 160 clips from some of the most popular movies, together with an original score performed by a 60-piece orchestra a nightly mega-event was created.

The aim was to create a new form of entertainment; an entirely new way to view and appreciate film that had the capacity to sweep an audience of tens of thousands of people into the emotion and drama behind some of America’s most popular movie moments.

LM Productions custom designed four StratoSpheres, which were three stories tall, to float in the central lagoon at Universal Studios, Florida. The lagoon acted as a 360 degree stage for the night-time spectacles; screened by the lagoon’s perimeter buildings the audience were completely enguled in the experience designed to remind spectators of the movies and the fundamental heritage of the Universal Studios theme park.

The immersive media-driven extravaganza earned rave reviews in the USA press and the large audience numbers resulted in record breaking guest retention rates for the theme park.

