



POPULARITY OF IMMERSIVE EXPERIENCES

Walt Disney Animation Studios is teaming up with Lighthouse Immersive Studios, the producers of the blockbuster Immersive Van Gogh, to develop Disney Animation Immersive Experience, which will receive its world premiere in Toronto in December 2022 and coming to other cities across the United States and other areas of the world in the next year.



Lighthouse is best known for its traveling Van Gogh Immersive Experience. Commercially, there is no doubt that the company's numerous exhibits have been a smash hit, and by the end of last year more than 4.5 million people had attended the company's expensively priced exhibits.

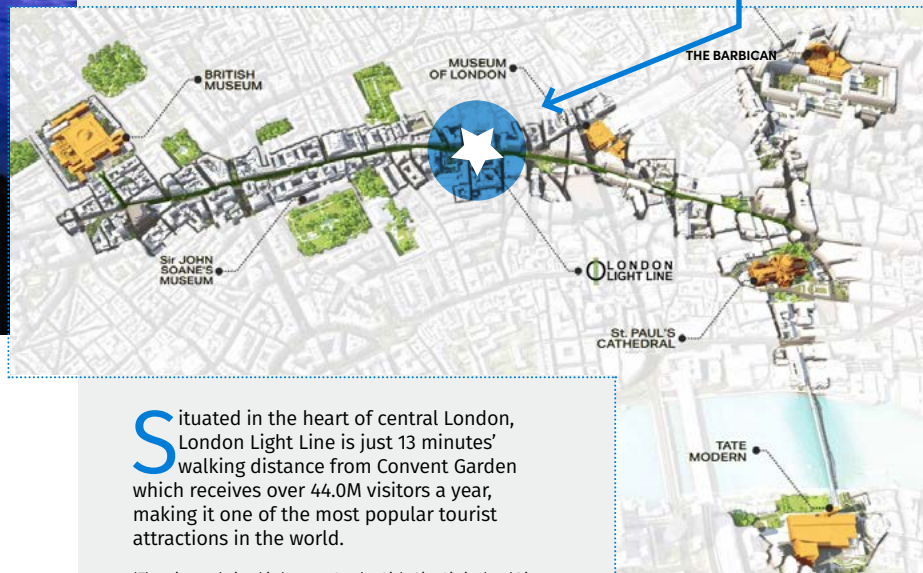
Creating iconic animated stories for all ages for Studios will join forces with North America's top creator of experiential projection exhibitions to present the music and artistry within Disney Animation's canon of films—from hits of today like Encanto, Zootopia, and Frozen, to all of the classics including The Lion King, Peter Pan, and Pinocchio. Audiences will feel like they've entered the incredible worlds of beloved Disney characters and become one with them.



With such a wealth of material and a treasure trove of memorable characters, audiences will be immersed in a 360-degree environment, including interactive lobby elements that guests can enjoy before or after entering the gallery. Mexico City-based Cocolab is working with the Creative Legacy team at Walt Disney Animation Studios to develop the program for Lighthouse Immersive Studios.



LONDON LIGHT LINE* IS IDEALLY LOCATED



Situated in the heart of central London, London Light Line is just 13 minutes' walking distance from Convent Garden which receives over 44.0M visitors a year, making it one of the most popular tourist attractions in the world.

*There is no relationship between London Light Line Limited and Disney.