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PEREGRINE PIXELS SOARS INTO THE 2010 SHANGHAI WORLD EXPO

Orlando, FL

A fantastic new and unique attraction debuted today at the Chinese Aviation Pavilion, a partnership of Aviation Industries of China (AVIC) and China Eastern Airlines, located at the 2010 Shanghai World Expo.

The *Inspiration of Flight*, an amazing dark ride that takes will help celebrate the Expo's theme of "Better City - Better Life" by giving guests a glimpse of how aviation will help make travel easier and more enjoyable in the future.

With 3D media provided by Peregrine Pixels of Orlando, FL, and a selection of the most cutting edge special effects and technology available in the world of themed entertainment design, the *Inspiration of Flight* promises to become the standout experience of the 2010 Shanghai World Expo. The dark ride's 3D media was custom created for the experience, blending live footage with CG imagery to produce a virtual world able enhance and extend the physical space, giving guests the perception of traveling through a larger world. The media experience is topped off by a custom created score by award-winning composer Klaus Badelt.

"The media techniques and technology in *Inspiration of Flight* are cutting edge," says Cecil Magpuri, Executive Producer/Founder of Peregrine Pixels. "The 2010 Shanghai World Expo is the perfect place for an experience such as this!"

Designed by their sister-company Falcon's Treehouse, LLC, the *Inspiration of Flight* showcases both technology and emotion; it was designed to be a showcase of how traditional theme park attractions can be catered to the needs and desires of Expo participants. Peregrine Pixels was responsible for overseeing the creation and quality control of the media for the entire dark ride experience.

"We're so excited to be part of an experience as monumental as the 2010 Shanghai World Expo," says Cecil Magpuri. "We're bringing to life a heartfelt story for millions of visitors; this is a true once-in-a-lifetime experience."

Inspiration of Flight is Peregrine Pixels' third installation on mainland China. To inquire about new media opportunities, please contact Peregrine Pixels.

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About Peregrine Pixels, LLC

Peregrine Pixels, LLC was formed as a division of Falcon's Treehouse, LLC, a creative services firm specializing in creating immersive technology driven experiences. Media has been a crucial component of attraction design for decades. Peregrine Pixels, LLC was created to specifically focus on creating attraction and special venue films.

Committed to the development of media for one of a kind special venue films and technically complex attractions, Peregrine Pixels is the premiere production management and rendering house for innovative media experiences.

Cecil D. Magpuri, founder of Peregrine Pixels, LLC, is perhaps best known for his innovative media presentations such as the award-winning *Dragon's Treasure*™ at the City of Dreams Casino in Macau. His imdb resume can be viewed at www.imdb.me/CecilMagpuri

Peregrine Pixels, LLC, headquartered in Orlando, Florida, has a website at www.peregrinepixels.com