



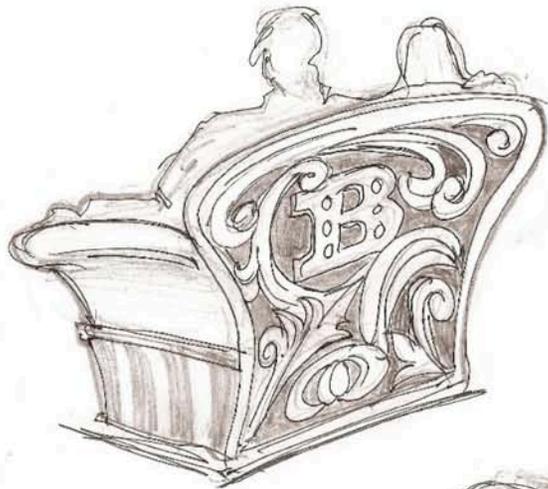
ShowFX Inc.

A Portfolio



Britney Spears Circus Tour 2009

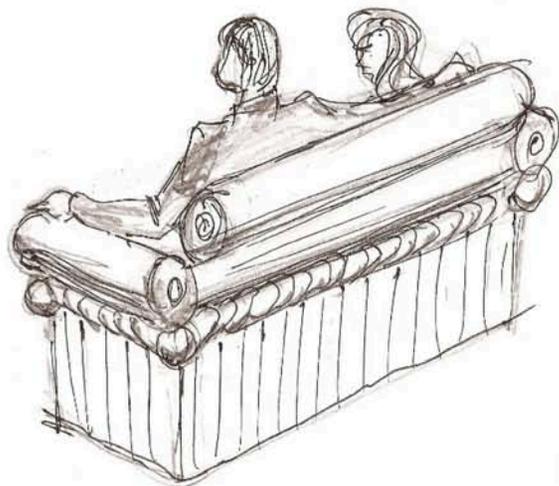
ShowFX created the custom VIP Ringside Seating, as well as all of the elaborate props, illusions and scenic elements for the show.



Britney Spears Tour 2009
Audience VIP Seating Concepts

David Mendoza
ShowFX Inc.
Nov. 25, 2008

Dimensional back panel
in black or red with gold
designs



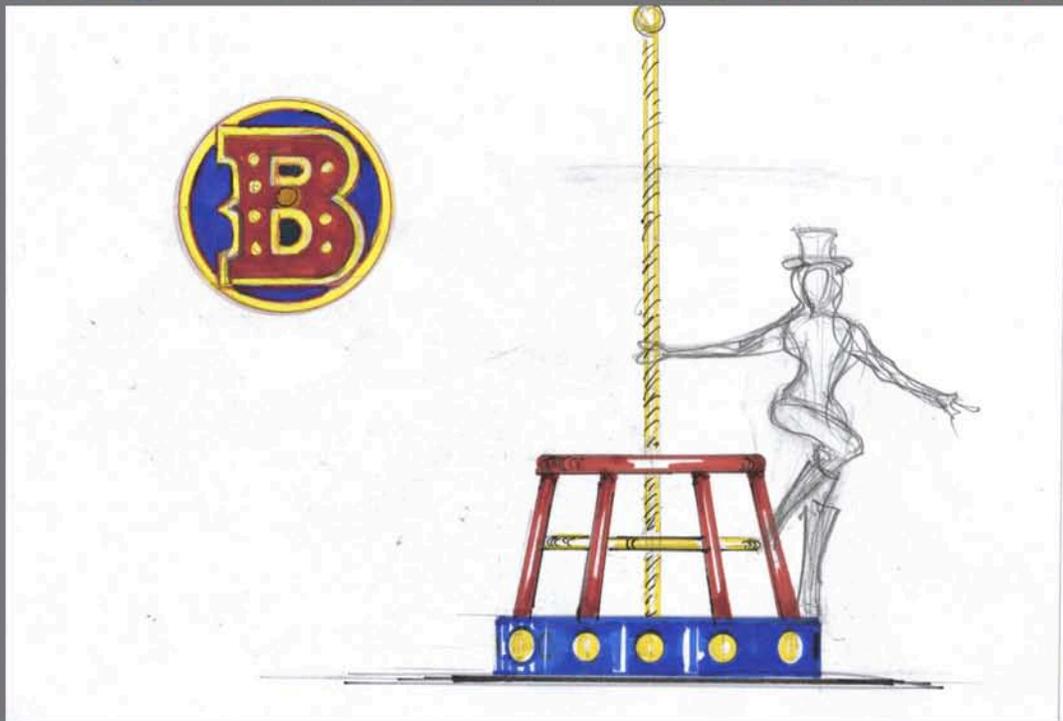
Red and white skirting
around base to hide
legs

FROM CONCEPT TO CREATION



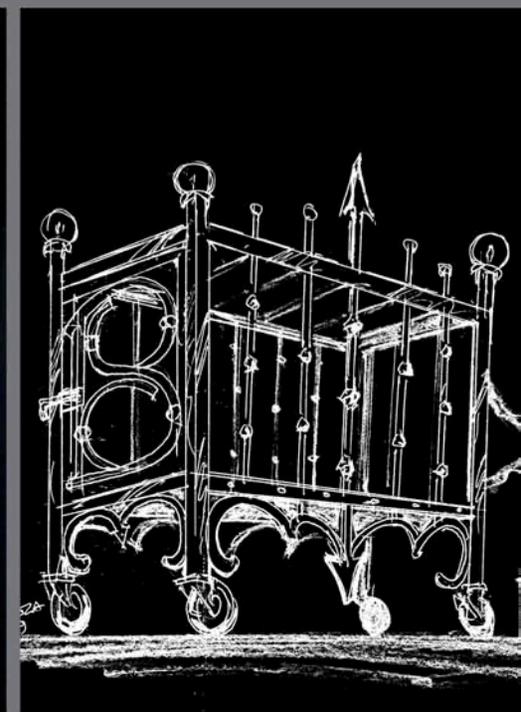
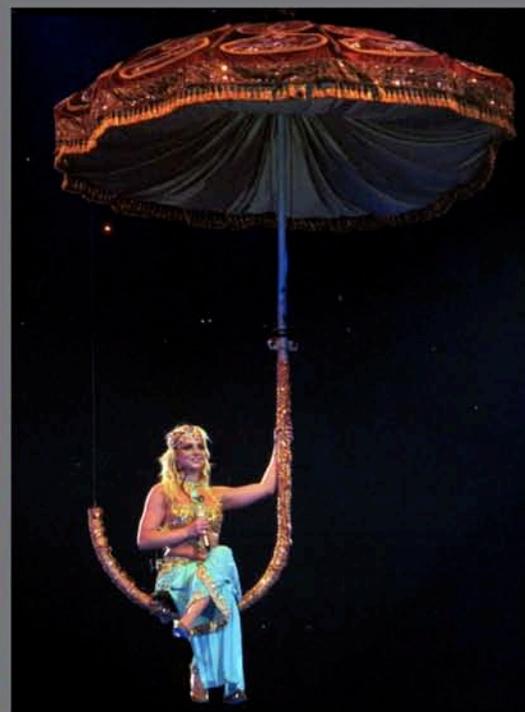
Enhancing the Show Experience

The custom ringside seats are constructed from aluminum tube frame and powder coated gold for a lasting appearance. They include gold anodized cup holders, flame retardant cushions, and gold-leaf adorned Britney "B" crescent detailing. Each seat utilizes quick assembly mechanisms for daily build and strike, benefiting concert goers and production crews alike.



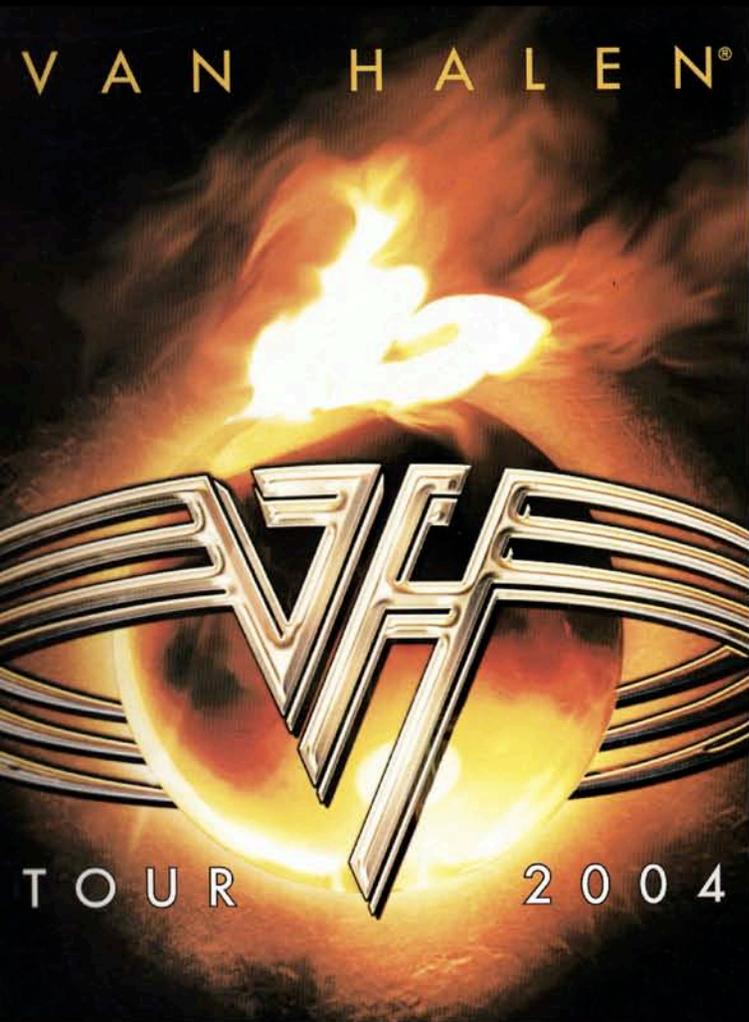
Britney's Circus Props

Circus Props, Flying Picture Frames, Tiger Cages, Magic Illusions, & Special Effects, are all ShowFX contributions to the live tour. All equipment included custom carts designed to efficiently pack all pieces to withstand the rigors of the road and maximize shipping space.



From Sketches to The Stage

David Mendoza ensures that the integrity of his initial designs are carried through to the final product while creating artistic yet functional pieces. The Britney Cage is fabricated from aluminum and finished with a bright candy color coating giving it a yellow-gold depth that really pops under stage lights.



Van Halen Tour 2004

ShowFX transformed world famous Rock & Roll architect Mark Fisher's massive nuclear reactor design into a tour friendly concert set. The monolithic "reactor" was constructed from a welded aluminum structural frame, it was then covered with custom-molded fiberglass panels. Hundreds of plastic rivet heads were added, and the piece was finished with scenic paint to resemble weathered steel. Given its massive appearance, no one section required more than two stage hands to handle.



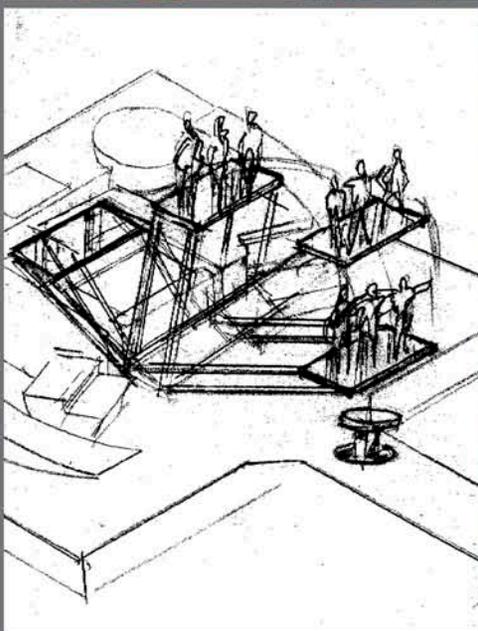
4 Weeks & 30 Minutes

Design, engineering and fabrication were successfully completed in only 4 weeks; an all-to-common requirement of Rock & Roll productions. Due to clever design and quick locking hardware the 40 ft tall set piece required only 30 minutes to assemble.



Jonas Brothers Burnin' Up Tour 2008

ShowFX was the primary builder for the first two major tours of this young group. Custom pieces for the 2008 tour included the Magic Carpet gag, two 35' sloping plexi video ramps, a 10' diameter stainless steel JB logo that was equipped with a propane flame system by Pyrotek, three ribbon lifts and a grated downstage catwalk. The project was completed in five weeks, from design to delivery.



A Scream-Inducing Show Opener

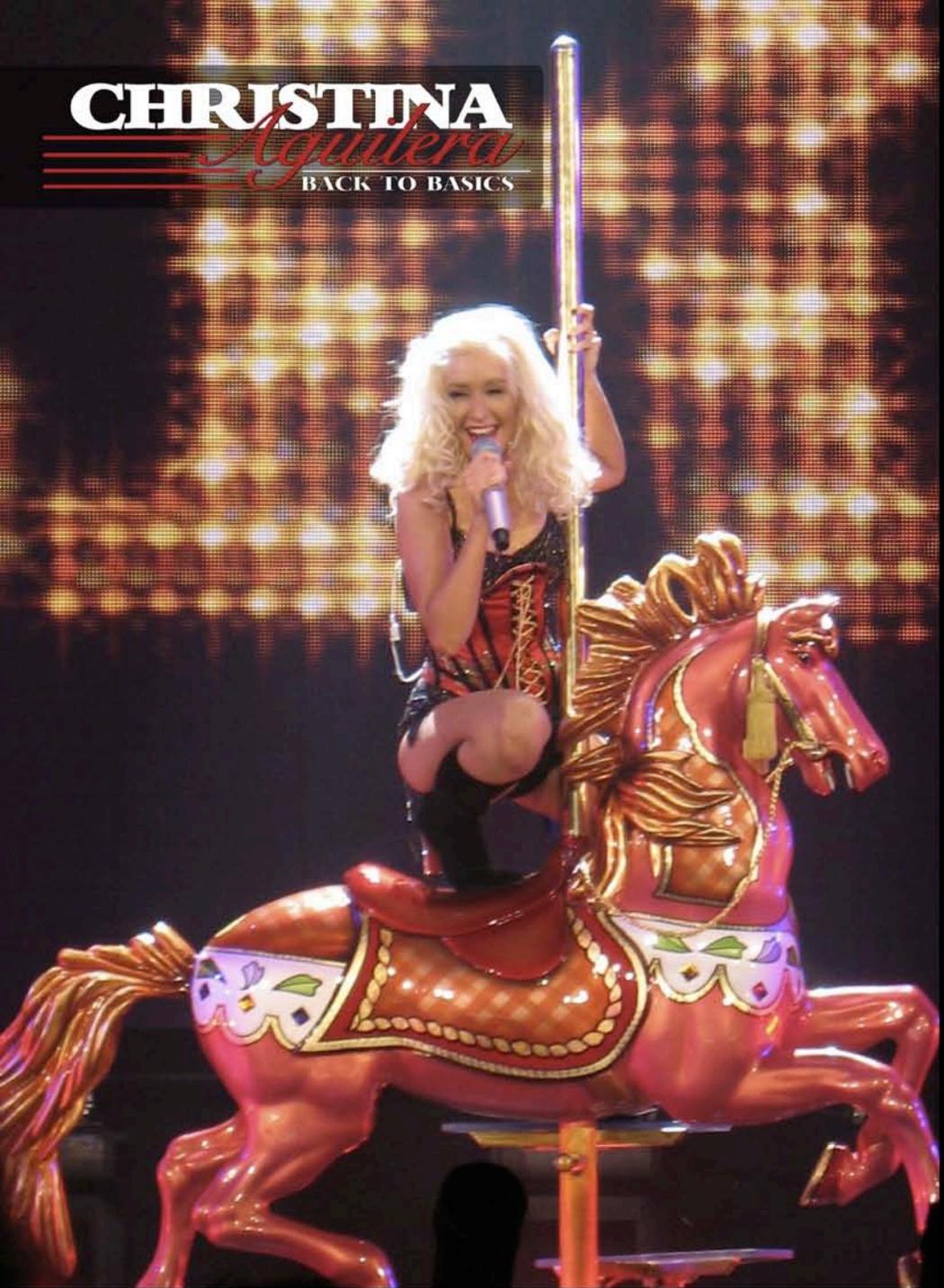
At the start of the show the boys stepped onto the Magic Carpet mechanical platform, a custom lift suspended by two arms that lived below the stage. On cue it raised the boys 15' above the stage and dramatically delivered them to the downstage edge in a smooth, motion-controlled move. The drive system consisted of two 900:1 3hp gear motors, and the entire apparatus is now a part of the ShowFX rental inventory.



Christina Aguilera Back to Basics Tour 2006

ShowFX was commissioned to produce props and set pieces for the 2006 tour, which included the Wheel of Death for a grand entrance in her circus number and later used it to "torment" a male volunteer with her sexy dancers. The prop is equipped with a number of mechanical functions, including a hydraulic lift system which tilts the target 90 degrees, motorized casters for tracking downstage, and a rack and pinion artists lift platform.

CHRISTINA
Aguilera
BACK TO BASICS



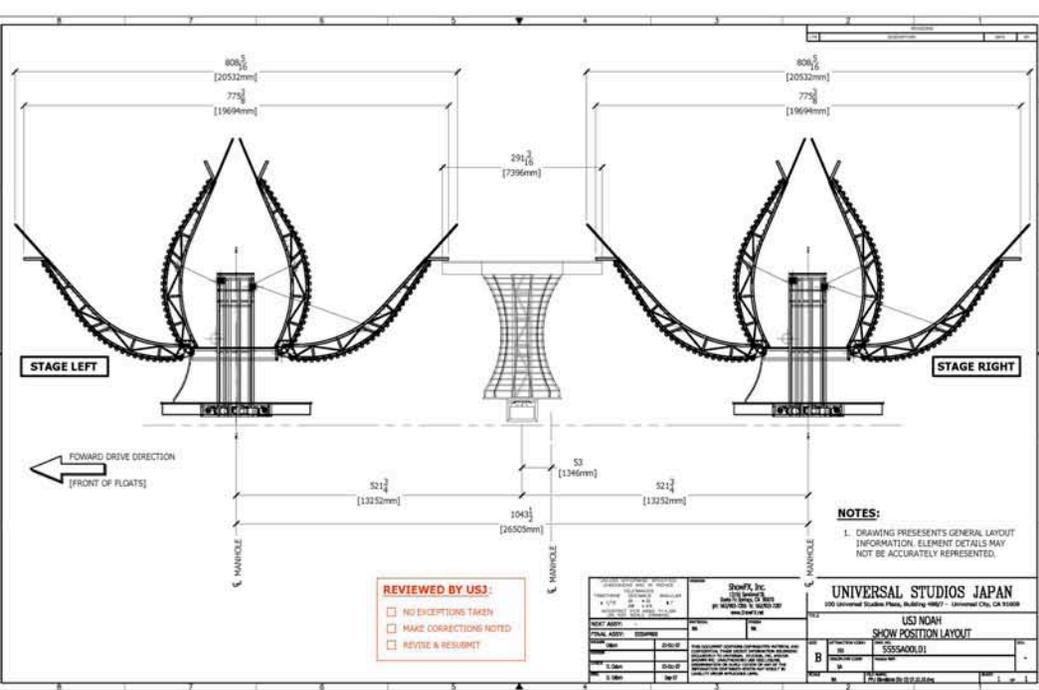
Props and Set Pieces

ShowFX also produced an oversized Moon Man that filled the stage sky, and "Pinky" the carousel horse featured in the "Dirrty" number. The ornate horse was artistically carved from foam, molded and cast into a fiberglass body, then skillfully painted and coated to create the decorated centerpiece.



Universal Studios Japan - Fantastic World

In August of 2007, ShowFX was commissioned to design, engineer and build a multi-million dollar mobile mechanical stage, designed by Ray Winkler of Stufish. ShowFX is proud to have completed this project successfully ON TIME and ON BUDGET given the unusually short lead time of 6 months.



Engineered with Integrity

ShowFX's Engineering Team worked closely with the in-house fabrication department to guarantee a successful project and to meet the stringent safety standards of the Japanese theme park industry. Heavy steel and aluminum fabrication, an Allen Bradley 19 axis motion control system moving 18 winches and 1 elevator, and \$2.4 million dollars worth of LED video modules were the key elements of the USJ Fantastic World project.



Efficient Fabrication

The units were built in the 30,000 sq ft fully equipped ShowFX Shop and shipped to Japan where local crews assembled the massive machines under the supervision of ShowFX personnel. Steel chassis and all other elements were built in sections for efficient packing in ocean containers.



A Fantastic World

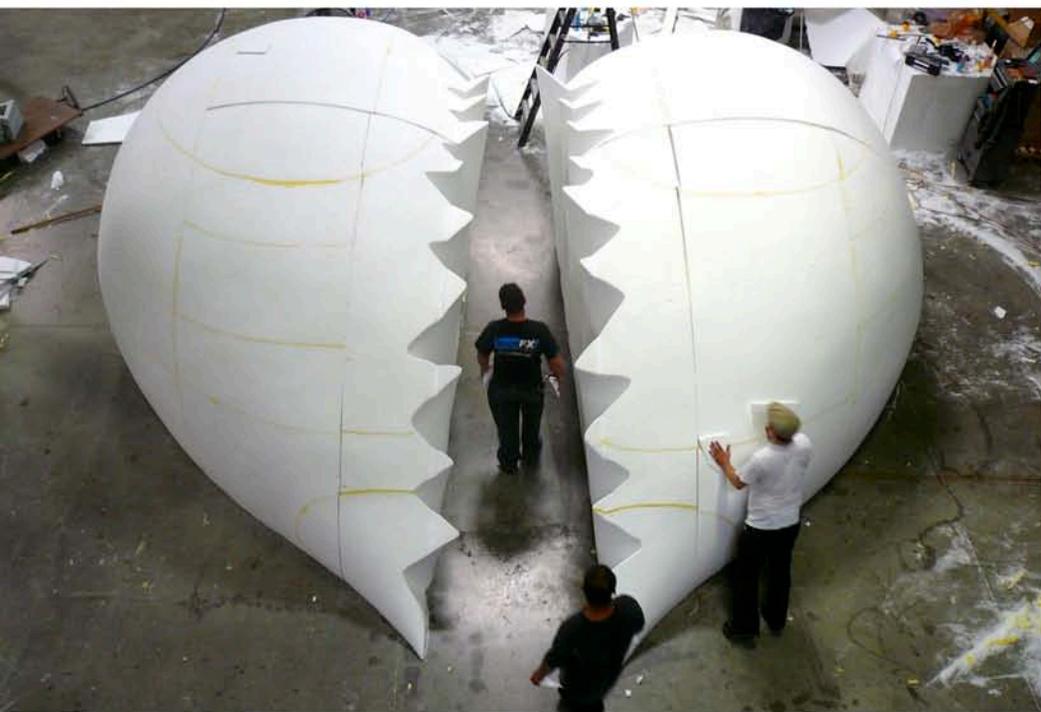
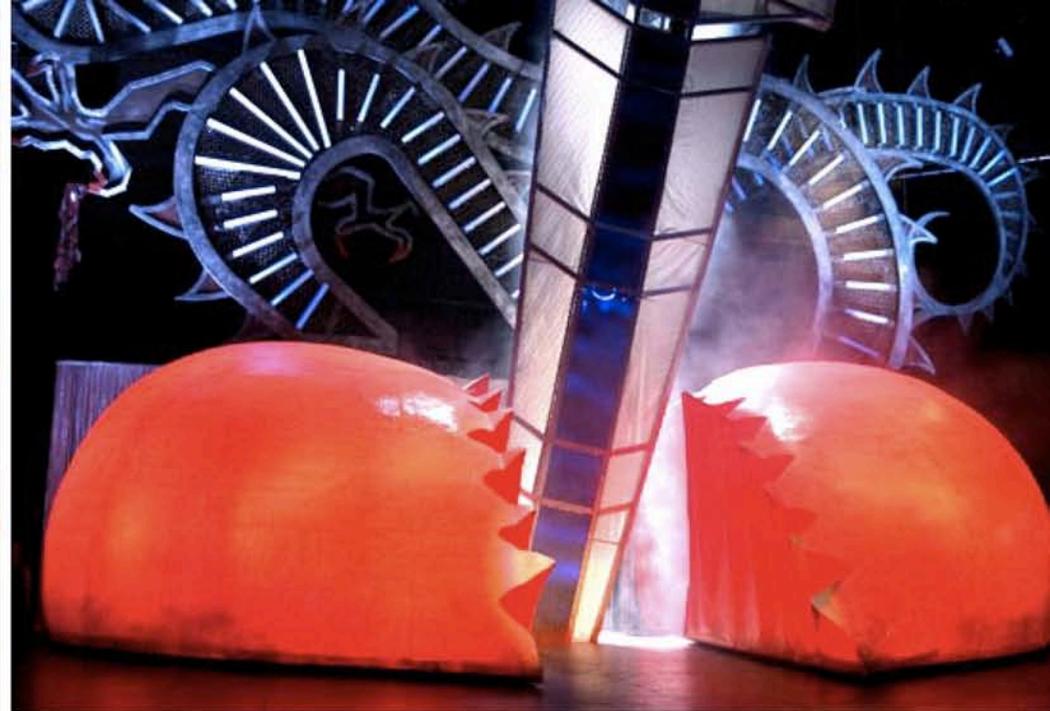
Standing at 13 meters high by 20 meters wide, with 6,600 LED video tiles, and 60 tons of mechanized set, this project represents one of ShowFX's largest projects to date. All units are self contained vehicles that drive into the park three times daily for performances featuring a multitude of acrobats, dancers and costumed characters.

SPiKE
SCREAM 2008



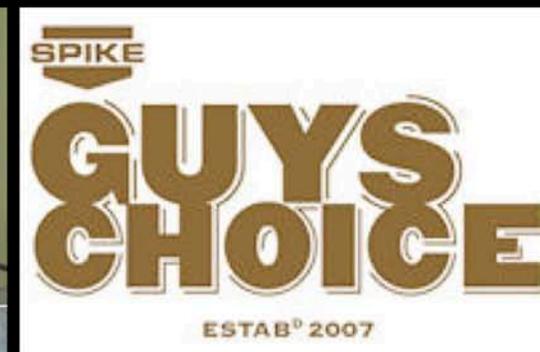
Spike TV's 2008 Scream Awards

The Live Event featured a massive set built by ShowFX for production designer Ray Winkler, and installed at the Greek Theater in Los Angeles.



Large Scale Scenic Elements

Set Elements included a 50' tall aluminum spike, scenic flats depicting dragon tails, and an oversized illuminated fiberglass heart. Framed digital prints of comic book heroes were also provided by ShowFX, completing the red carpet experience.



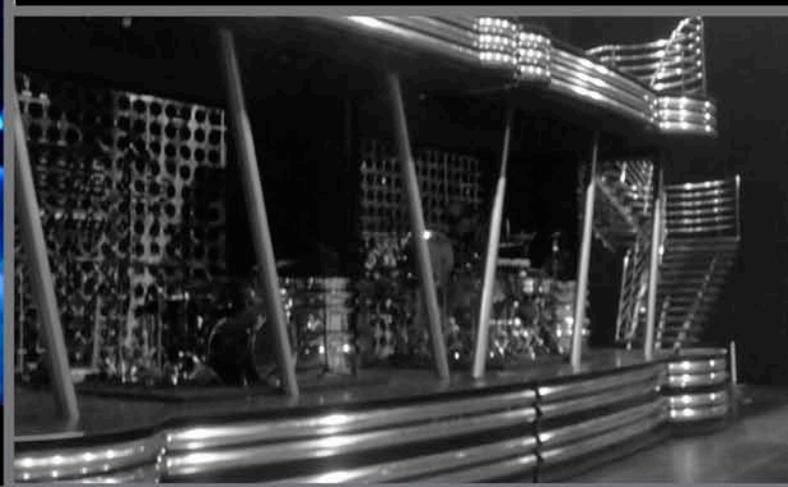
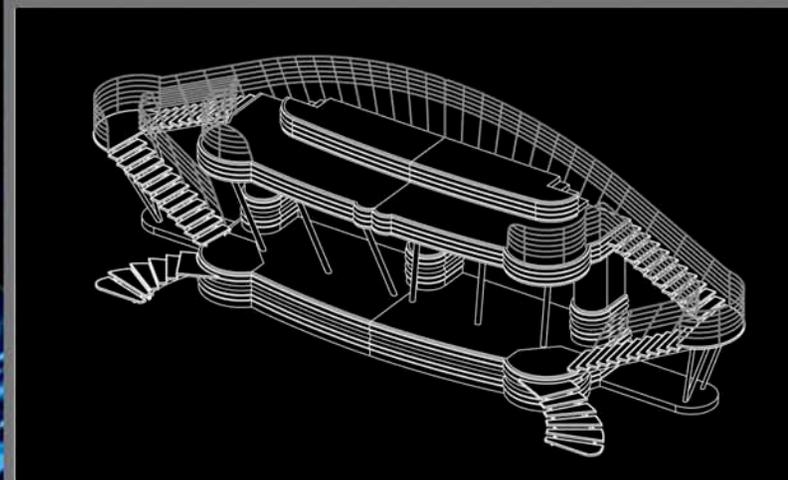
Spike TV's 2009 Guys Choice Awards

ShowFX completed Spike TV's Guys Choice Awards den-inspired set for the show that aired in June 2009. The set included a super-sized center stage fireplace with live flames and retro television inspired wings.



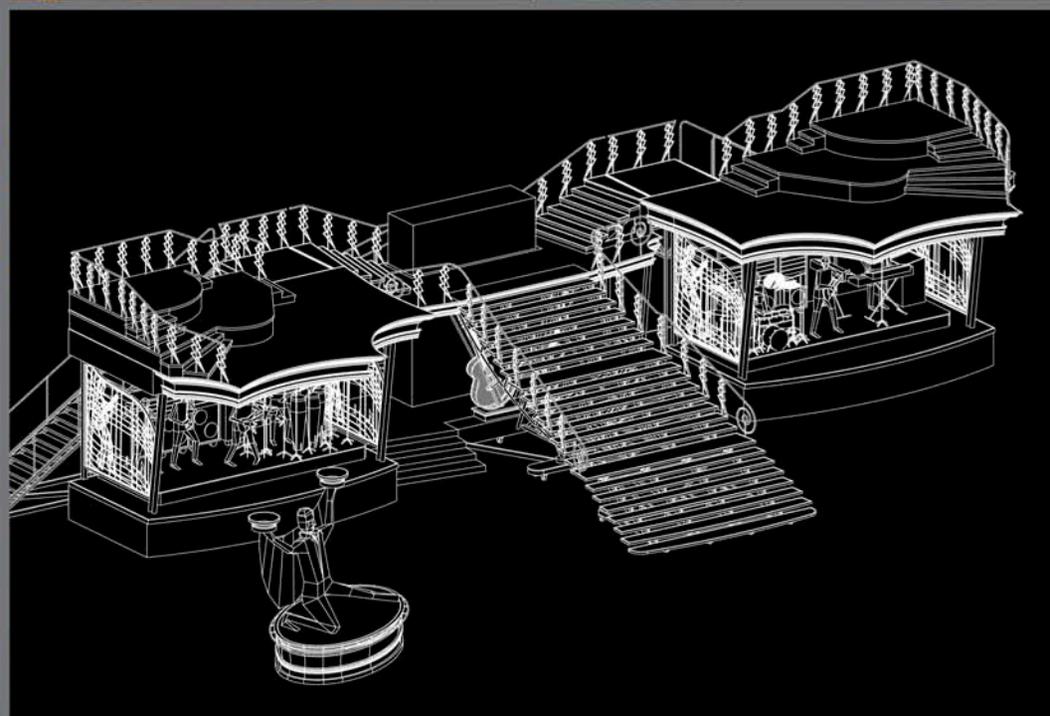
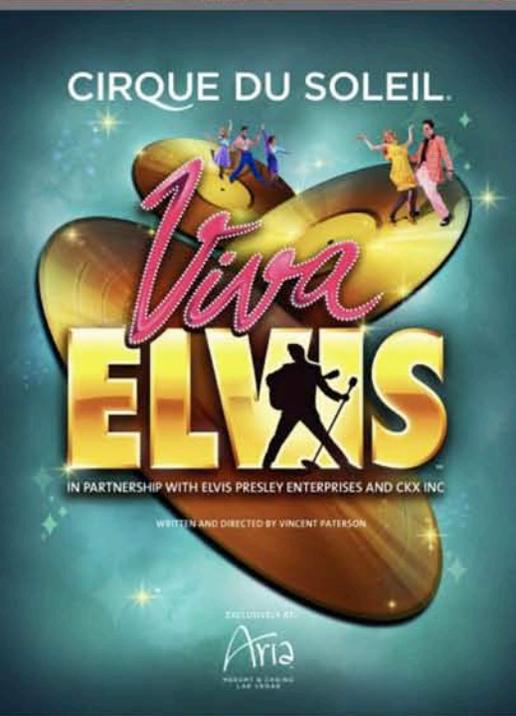
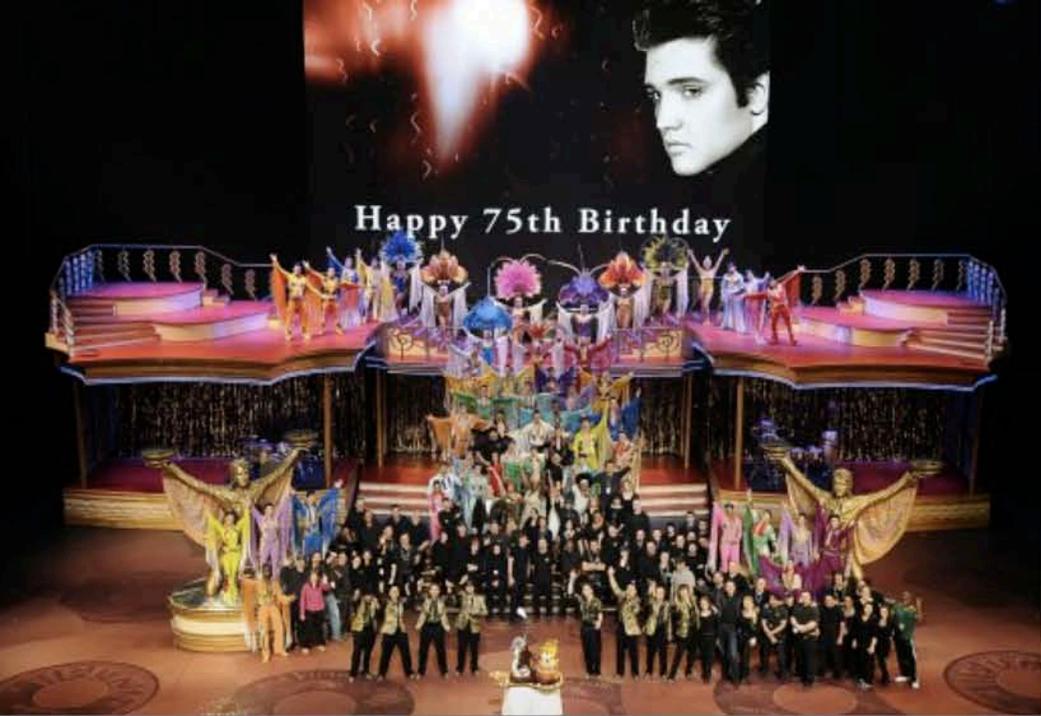
Flames for the Fire

Including actual flames in the fireplace was an important feature the producers wanted within the show. To accommodate this, the fireplace was constructed from real stone facades to comply with fire and safety regulations.



Opening and Finale Sets

ShowFX completed two large scenic elements for Viva Elvis, Cirque du Soleil's Las Vegas Show at City Center. Originally contracted to complete the Finale "Las Vegas" set, Cirque additionally commissioned ShowFX to build the "Juke Box" set a mere 6 weeks from opening, during last minute show re-directions.



It's in the Details

The Las Vegas Set includes over 100 up-lit decorative lightening bolt balusters, an automated Center Staircase with illuminated stair treads, colored LED lighting details, and integrated elevator.



Vehicles for Stages and Parades

ShowFX has built numerous vehicles for stage and parade use. These vehicles are often custom sculpted, molded and formed out of fiberglass reinforced plastic. Structural frames built from aluminum tubing are usually incorporated into the product for durability and strength.



Vroom Vroom

Past vehicle projects include six Incredibles Hovercrafts for Disney's Pixar Parade, two Ford F-150 pick-ups for country artist Toby Keith's touring concert stages, a full-size 1947 Lincoln convertible for illusionist David Copperfield, a 3/4 scale checker cab and mini lear jet for singer Reba McEntire, custom motorcycles for the Pussycat Dolls' Doll Domination Tour, a Bull Dozer for Michael Jackson's This is it Tour, various themed parade floats for Disney and Paramount Parks, the Barney Mobile, and a scaled down Apache Helicopter for rap artist Daddy Yankee.



On a Small Scale – Disneyland's Pixie Hollow

ShowFX provided design and fabrication for Disneyland's Pixie Hollow project, which included the Tinkerbell Marquee and six Waterfall Pond Pixie Cottages all with interior lighting. The challenge of maintaining such detail was successfully met by ShowFX's master craftsmen and model makers.



Larger than Life – Citizens Bank Park 2004 Installation

Citizen Bank Park opened its Phan Zone interactive game area in 2004, which included the larger than life Baseball Pinball Machine. Players are delighted by sounds, lights and action of the game as they pitch and swing in hopes of scoring a home-run.

Credits

Theme Parks and Attractions

- 2009 **Disneyland Resort California Adventure** *World of Color* Design/build submerged hydraulic and pneumatic major show action equipment
- 2009 **Disneyland Resort CA** *Celebrate Today* Scenic street treatments and custom show action props
- 2008 **Disneyland Resort CA** *Pixie Hollow* Design/build scenic environment
- 2008 **Disneyland Tokyo / CA** *Pixar Play Parade* Scenic fabrication of fiberglass hovercraft vehicles
- 2007 **Universal Studios Japan**, *Fantastic World* Design/build automated mobile performance stages
- 2007 **Disneyland Resort CA** *Pirates Lair* Pirate themed scenic and prop fabrication
- 2007 **Paramount Parks** *Winterfest Parade* Christmas themed parade floats fabrication
- 2006 **Paramount Parks Canada** *Hollywood Stunt Spectacular* Show action and stunt equipment fabrication
- 2004 **Paramount Parks** *Magic of the Movies* Scenic and prop and show action fabrication
- 2000 **Universal Studios Japan** *Creature Make-up* Design/build show action equipment and scenic fabrication
- 2000 **Universal Studios Japan** *Animation Celebration* Design/build show action equipment
- 1998 **Universal Studios Orlando** *Twister, the Ride* Design/build flying system and show action fabrication

Museum and Cultural Installations

- 2004 **Citizen Bank BallPark** *Phanatic Phun Zone* Large scale functioning pinball machine
- 2002 **BRC** *Ford Rouge Factory Tour* Virtual reality theater, special environmental effects
- 2001 **BRC** *Bob Bullock Museum* Specialty seat integrated effects and environmental effects

Live Concert and Theater Projects

- 2009 **Cirque Du Soleil** *Elvis City Center 2009 Resident Show* Design/build Las Vegas set and mechanics
- 2009 **Michael Jackson** *This is It Tour 2009* Design/build mechanical scenic elements, illusions and props
- 2009 **Britney Spears** *Circus Tour 2009* VIP seating areas, props, illusions & scenic elements
- 2009 **Pussy Cat Dolls** *Doll Domination Tour 2009* Set and prop construction
- 2008 **Jonas Brothers** *Look Me in the Eyes & Burning Up Tours 2008* Stage set and effects construction
- 2008 **Criss Angel** *Believe at Luxor* Custom design/build illusions

Credits (Cont'd)

2007 **Justin Timberlake** *Sexy Back Tour 2007* Design/build VIP seating environment
2007 **Wyrick Magical Theater** *Theater installation* Custom roll drop system / custom design/build illusions
2007 **Beyonce** *The Beyonce Experience World Tour 2007* Set and prop construction
2006-'07 **Christina Aguilera** *Back to Basics World Tour 2006-'07* Set and prop construction
2006 **Mariah Carey** *The Adventures of Mimi Tour 2006* Set and prop construction
2006 **Boston Symphony Hall** *Theater installation* Custom roll drop system
2005-07 **Toby Keith** *Nationwide Tours 2005-07* Stage set construction
2005-06 **Tim McGraw** *Nationwide Tours 2005-06* Stage set construction
2004 **Van Halen** *Summer Tour 2004* Stage set construction
2002 **Cirque Du Soleil** *Various Productions* Show actions, scenic fabrication
1995 **MGM "EFX"** *Theater Installation 1995* Custom design/build illusions
1990 - 2003 **Siegfried and Roy** *Productions at the Mirage* Custom design/build large scale illusions
1986-present **David Copperfield** *World Tours 1986- present* Custom design/build illusions

Live Broadcast Events

2009 **Spike TV** *Guys Choice Awards* Show stage set construction
2008 **Spike TV** *Scream Awards* Show stage set construction
2004 **SuperBowl Half Time Show** *Shania Twain* Artist reveals
2001- present **Grammy Awards** Set construction and artist reveals
2000 - present **BET Awards** Set construction and artist reveals
2000 - present **CMA's** Set construction and artist reveals
2000 - present **Billboard Awards** Set construction and artist reveals
2000 - present **MTV's VMA** Set construction and artist reveals
1993 **SuperBowl Half Time Show** *Michael Jackson* Artist reveals

About ShowFX

ShowFX Inc., based in the Los Angeles suburb of Santa Fe Springs, has been providing engineering, design and fabrication of custom entertainment equipment since 1984.

Originally established as MagiCraft Design by David Mendoza, the company specialized in custom handcrafted illusions for professional magicians. As Mendoza's expertise was called upon by a larger and more diverse clientele, the company steadily grew to the current 30,000 sq ft facility that it is today. In 2001, to better reflect its expanded offerings to the industry the company was renamed ShowFX. Today, ShowFX provides project management, engineering, design and fabrication for Touring Shows, Themed Attractions, and Live Events Worldwide.





ShowFX Inc.

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