

WED Enterprises, Inc • 800 Sonora Ave • Glendale 1 • Calif • CH 5-8951
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August 22, 1963

Mr. Al Weisman,
Director of Public Relations
Foote, Cone and Belding, Inc.
155 East Superior Street
Chicago 11, Illinois

Dear Al:

Enclosed are original and carbon copies of our press release and fact sheet on Walt Disney's "Great Moments with Mr. Lincoln" show for the Illinois State pavilion.

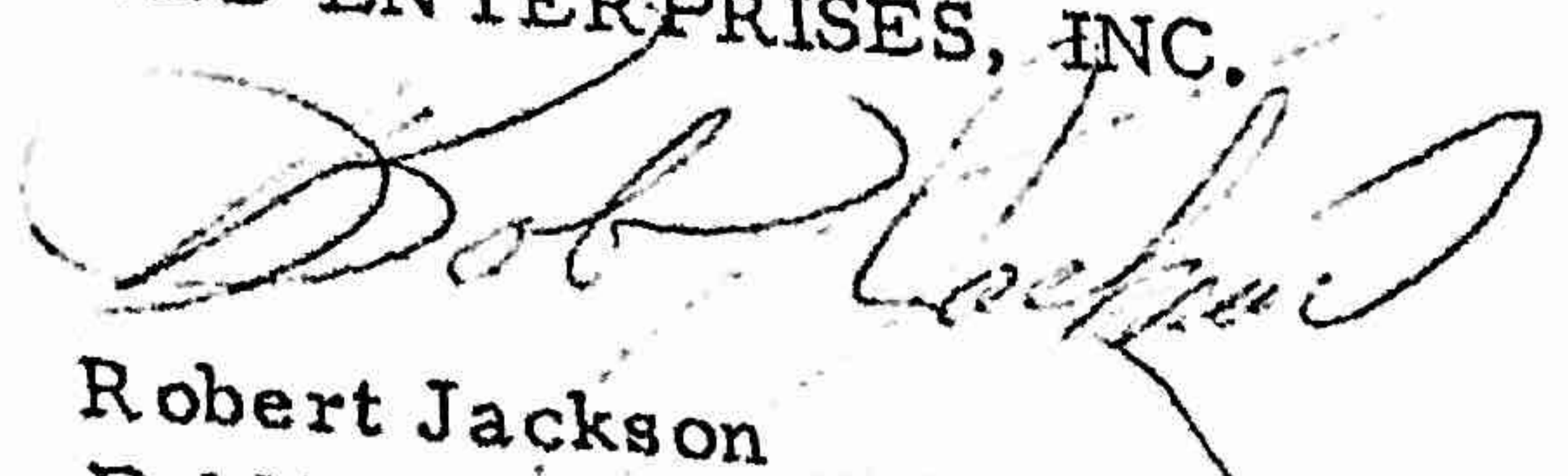
You will note that there are blanks in the release, which have been left for fill-in with information unknown to me at this time, such as the press conference location, size of pavilion, etc.

You may also want to add sections dealing with the pavilion, exhibits and other pertinent information to the fact sheet.

Both of the enclosed items have been fully cleared with our officials and technicians. Any additional data or facts fall into one of two categories:

- (1) they must remain confidential, at least for the present, because of patent procedures, or
- (2) progress on the show of Lincoln figure development has not reached the stage at this time where certain details are known.

Don't hesitate to call if we may be of additional help.

Best regards,
WED ENTERPRISES, INC.

Robert Jackson
Public Relations Director

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FOR RELEASE: Wednesday, August 28, 1963

ILLINOIS PAVILION AT WORLD'S FAIR TO FEATURE WALT
DISNEY'S "GREAT MOMENTS WITH MR. LINCOLN" SHOW

CHICAGO, ILL., Aug. 28 -- Walt Disney's "Great Moments with Mr. Lincoln" show, featuring his fully animated, life-like figure of the Civil War president, will be presented in the Illinois State Pavilion at the New York World's Fair 1964-1965.

Ralph Newman, chairman of the Illinois Commission for the New York World's Fair, announced the selection of the show and described its dramatic format in a press conference today (Aug. 28) in the _____ Hotel.

Newman, a prominent Lincoln authority, predicted that the presentation "will draw record crowds to the Land of Lincoln pavilion" and that its authenticity, drama and artistic qualities will "make it one of the most talked about shows" at the fair.

Created by Disney and designed by his WED Enterprises, Inc., "Great Moments with Mr. Lincoln" will employ newly developed techniques of three dimensional animation, called "Audio-Animatronics". This system combines and synchronizes sound effects, voices and music with the animation of figures. Disney's Lincoln will be the highest achievement in "Audio-Animatronics".

According to Newman, Disney will also utilize special projection, staging and stereophonic techniques combined for the first time. Through the use of sound speakers located throughout the theatre, the audience will appear to "participate" in the proceedings.

Highlighting the show will be excerpts from Abraham Lincoln's famous speeches and writings, delivered from the stage by Disney's Lincoln figure. Lincoln will first appear in thoughtful dignity, but will "come to life" when he is introduced by an unseen narrator.

"He will rise to his feet and, with the 16th President's gestures and mannerisms, will address the audience. Topics will vary in order to relate to holidays or historical observances occurring during the six-month fair season," Newman noted.

When it is completed late this year, the Lincoln figure will be capable of 29 body motions and 15 facial expressions, each activated independently or coordinated with other movements for an infinite variety of combinations. With smooth motion, it will sit, rise, stand, breathe, shrug shoulders, frown, smile, wink, blink and speak, as well as flex arms, wrists, hands and fingers. Action of the lips, jaw and tongue are coordinated to form words as they are spoken.

Newman also explained that actions will be preprogrammed on a 14-channel magnetic tape. Sound impulses from the tape will be relayed to a series of pneumatic valve lines. Pressure from the air will bring about desired motions.

The 14-channel magnetic tape is divided into "control" and "audio" tracks. Each control track sends out 36 separate animation signals. Two

signals from each audio track control music, dialogue and sound effects. Thus, as many as 200 separate actions are controlled by this preprogrammed tape.

Although unable to attend today's press conference, Disney sent word from California that he and his staff are "tremendously enthusiastic" about the Lincoln show.

"We recognize the great challenge to create a show that not only entertains, but also presents Abraham Lincoln with dignity and complete authenticity," Disney said. "The figure we are creating and the words he will speak will portray Lincoln as a statesman, a man of humor and, above all, the president who preserved our Constitution in its greatest hour of trial."

Occupying a _____-acre site, the Illinois pavilion is being designed by _____ at a cost of \$ _____ million. It will encompass _____ square feet, including the Lincoln Theatre with a capacity of 500 guests.

Opening on April 22, 1964, the New York World's Fair will run for two seasons, from April to October in both 1964 and 1965. The international exhibition is rising on the side of the 1939 fair at Flushing Meadow, Long Island.

WED Enterprises, Inc., headquartered in Glendale, California, is the planning and design firm for Disneyland. In addition, WED (the initials stand for Walter E. Disney) is creating and designing attractions and exhibits for the Ford Motor Co., General Electric and the Pepsi-Cola pavilions at the World's Fair.