Partners In A Creative Enterprise
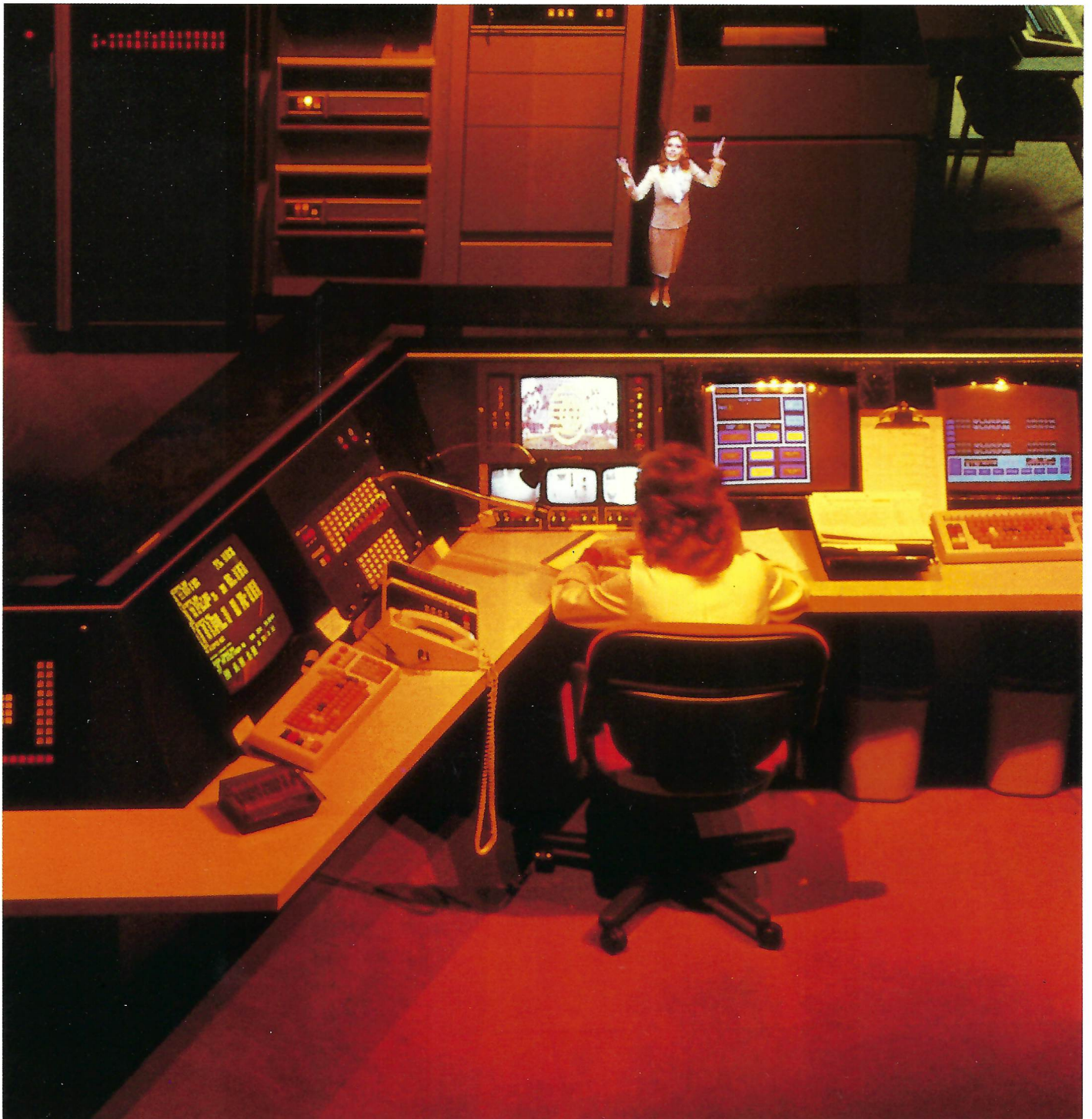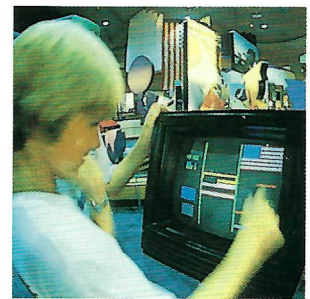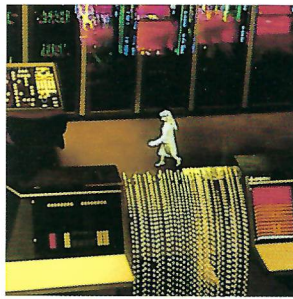
✦ SPERRY

"Backstage Magic" is the only attraction at Epcot Center that actually takes guests "behind the scenes" for a peek at the working computer center which runs Epcot Center.

A LIVING LABORATORY

Epcot Center is the realization of Walt Disney's visionary blueprint for the future . . . a gleaming showcase of new ideas and techniques from the creative centers of American industry, science and education.

Here, the famous Disney Audio-Animatronic technology and myriad other innovations are harnessed, creating a living laboratory of applied technology. The result is a vital learning experience that goes far beyond entertainment.

Sperry has enjoyed a long and successful business relationship with the Walt Disney Company, and is proud to represent the computer industry within this prototype community.

Sperry participates in Epcot Center with forward looking corporations like American Express, AT&T, Coca-Cola, Exxon, General Electric, General Motors, Kodak, Kraft, and United Technologies, along with nations from around the world.

In this unique setting, our company and, more importantly, you, will benefit from an invaluable technological exchange.

SOLUTIONS BY SPERRY

Sperry Corporation is dedicated to providing leading edge electronics-based information, avionics, and simulation systems for customers in government, manufacturing, finance, transportation, scientific, medical, education and many other industries.

Our experience in information systems runs deep. Sperry pioneered the electronic computer four decades ago and continues to be an industry leader, with more than $17 billion of Sperry products in use.

Above all, Sperry is a systems integrator. Information systems, for example—from microcomputers to large-scale mainframes—link diverse hardware, software and communications into a single, unified system to meet customers' specific needs. Nowhere is this more true than in the unique computer-based solutions we've developed with the Disney organization.

Our computers are at the heart of nearly everything that happens in Epcot Center and throughout the Disney Florida complex. They're at work behind the scenes overseeing and monitoring an infra-structure with all the requirements of a medium-size city. And they perform "on-stage" at our *Epcot Computer Central* attraction in *CommuniCore*, at the hub of Epcot Center.

As the principal supplier of computers for Epcot Center, Sperry is spearheading state-of-the-art advances in interactive, user-friendly applications.
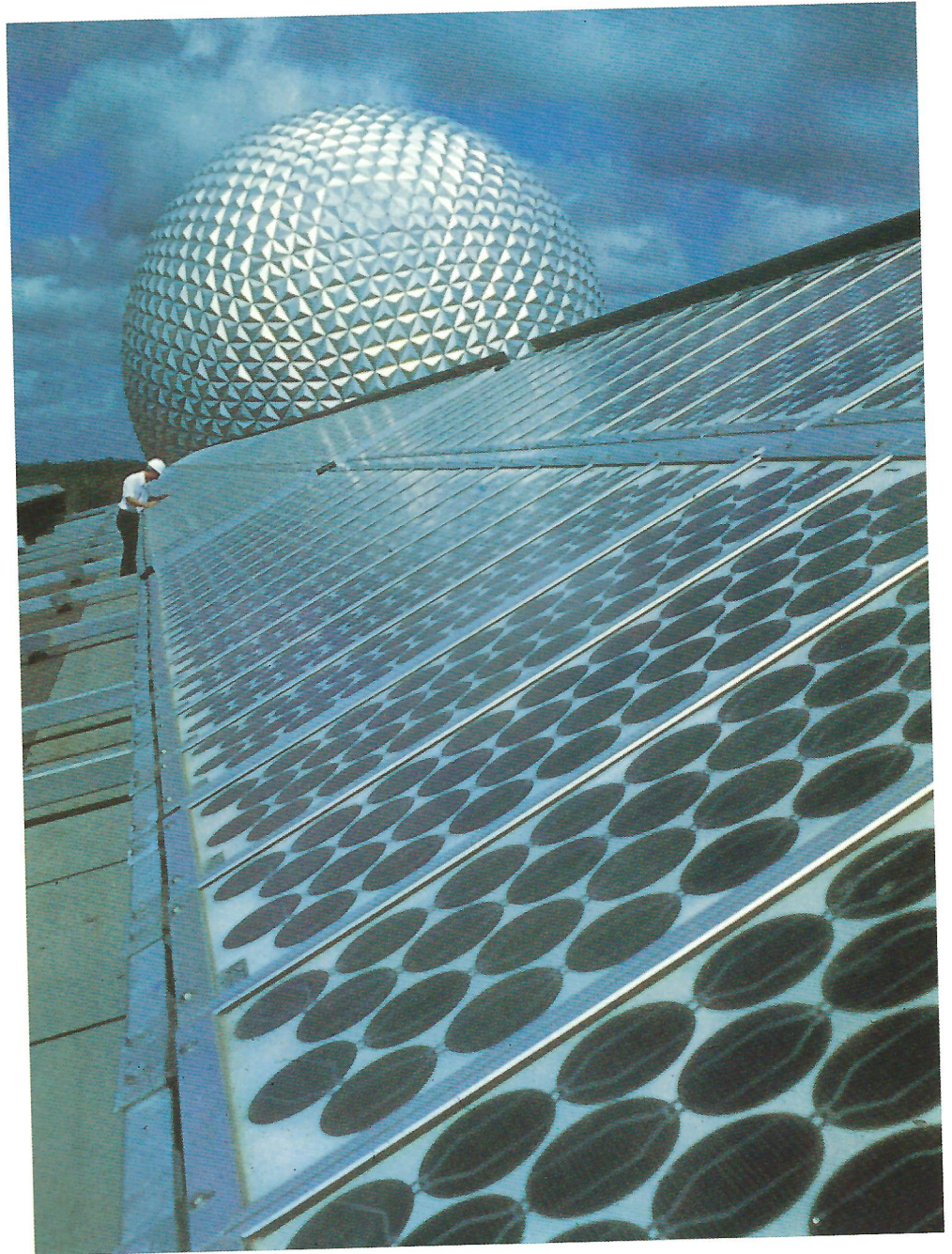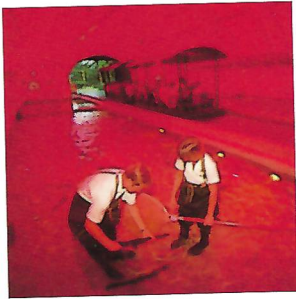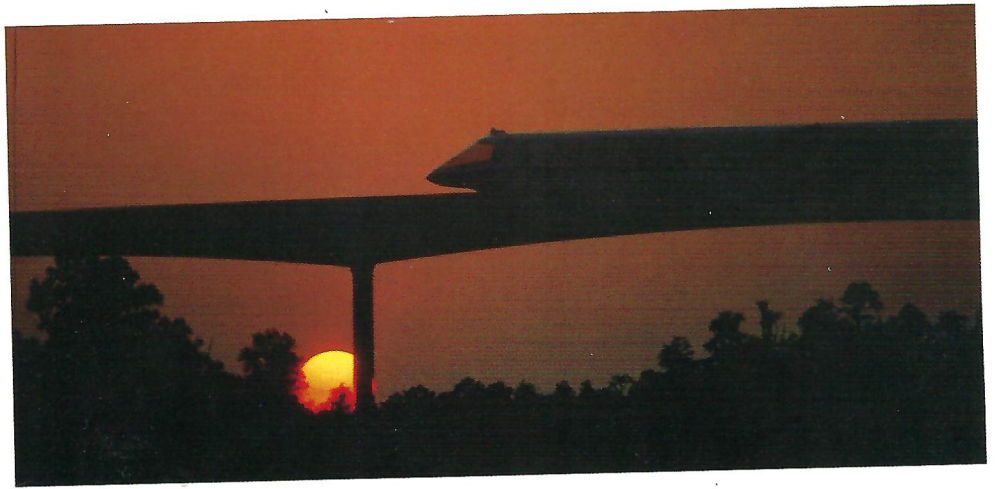
Solar energy is one of the many innovative technologies that plays a vital role in the day-to-day operation of Epcot Center. Here, designs move from the laboratory into practical application.

THE EVOLVING WORLD OF DISNEY

Walt Disney was a creative genius whose storybook characters continue to bring love and laughter to generations of the young and the young at heart.

But Disney was also a phenomenally successful business executive whose "imagineering" extended the frontiers of animation and cinematronics. He built the Walt Disney Company into a powerful international enterprise with facilities around the globe.

Entertainment and recreation—notably the "theme" parks and related resort facilities—still produce the largest share of Disney revenues, followed by motion pictures and consumer products. But the company's ever-expanding interests have carried it into new worlds.
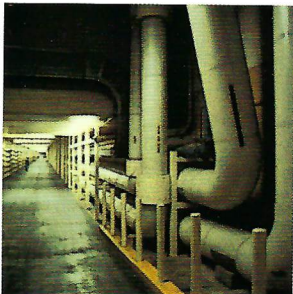
The Disney organization's diverse activities now encompass such diverse fields as agriculture, architecture, communications, energy, engineering, environmental control, manufacturing, merchandising, music, publishing, transportation, travel, hotel management and urban planning.

The Walt Disney Company conducts on-going scientific and technical research in all these areas, experimenting with new systems and methods to enrich the quality of life. Many of its most innovative solutions are evolving within Epcot Center and the Disney Florida community . . . in transportation, land management and environmental planning, and, of course, computers.

The Mark IV all-electric monorail and the WEDway people mover systems serving the Florida sites are among the most advanced of their kind in the world.

And Disney technicians, together with industry experts, are busy conducting on-location demonstration experiments in solar energy collection and waste-water filtration, as well as in ecology, marine biology, agriculture, communications, robotics, and market research . . . all being touched by the computer.

To support the entire Disney complex and part of the surrounding community, which may host up to 150,000 guests on any given day, the company has installed the country's first all-fiber-optics telephone system; nine acres of underground "utilidors" for pipes and cables; 43 miles of drainage canals with automated flood control gates; and a sub-surface pneumatic trash collection system (the first of its kind in the United States).
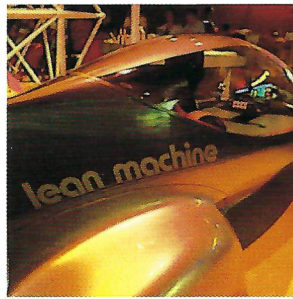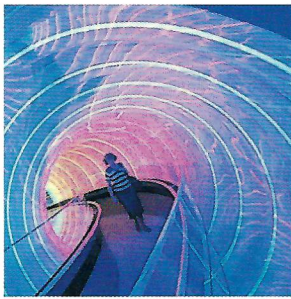
ARTICULATING DISNEY'S DREAM

During the course of his extraordinary career, Walt Disney became fascinated with the power of technology and mankind's ability to apply that power positively to his own enrichment. Gradually, over many years, he refined the concept of a "showplace of the imagination." As he envisioned it, this would be a living experiment where creative talents and breakthrough technology could interact in a controlled environment for the betterment of all.

Starting in the early 1960s, Disney began to think in terms of a specific setting, and of a format in which the proven Disney stage magic might enhance the learning process.

The outcome was Epcot Center, an almost two billion-dollar, open-ended commitment by the Disney company to a project that would never be completed. Epcot, as Disney saw it, would "always be in a state of becoming. It would always be a living blueprint for the future."

These sentiments are amplified on Epcot Center's dedication plaque, which reads:

To all who come to this place of joy, hope and friendship, welcome. Epcot Center is inspired by Walt Disney's creative genius. Here, human achievements are celebrated through imagination, the wonders of enterprise, and concepts of a future that promises new and exciting benefits for all. May Epcot Center entertain, inform and inspire. And, above all, may it instill a new sense of belief and pride in man's ability to shape a world that offers hope to people everywhere.

Epcot Center consists of two themed areas, *Future World* and *World Showcase*. Together, they occupy a 550-acre site two miles south of Disney's *Magic Kingdom*.
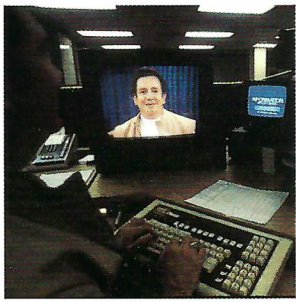
Included in Future World are company sponsored adventure experiences . . . AT&T *(Spaceship Earth)*, General Motors *(World of Motion)*, Exxon *(Universe of Energy)*, Kodak *(Journey into Imagination)*, Kraft *(The Land)*, General Electric *(Horizons)*, American Express *(Travel Port)*, and United Technologies *(The Living Seas)*.

CommuniCore, containing Sperry's *Epcot Computer Central*, is located at the entrance to Future World beside the commanding, 180-foot geodesic dome of Spaceship Earth, which has become a focal point of Epcot Center.

World Showcase brings nations together in friendship to share achievements and cultures. Canada, China, France, Germany, Italy, Japan, Mexico, Morocco and the United Kingdom are represented through pavilions reflecting national lifestyles and aspirations, with more countries being added as World Showcase expands. *The American Adventure*, a joint presentation by American Express and Coca-Cola, serves as the host showcase.

The Land attraction introduces visitors to future agricultural trends, which take maximum advantage of scarce resources. In this working environment, high yields are produced in what were thought to be impossible conditions.

PARTNERS IN PROGRESS

For almost two decades, the Sperry/Disney "partnership" has been characterized by forward-thinking cooperation. At the corporate level of Sperry and the Walt Disney Company, joint task forces have mastered formidable software challenges in areas such as reservation management, text processing, inventory control and financial planning.

At Epcot Center and the Florida facilities, Sperry and Disney technical teams have worked hand-in-hand to perfect sophisticated one-of-a-kind applications. As a result, Sperry systems are quietly and reliably at work ensuring trouble-free performance of communications, entertainment, environmental, health and safety, transportation and visitor convenience systems. They also help manage the numerous diverse businesses of the Disney organization.

SPERRY THROUGHOUT THE WALT DISNEY COMPANY

Sperry has been the primary source of computers for the Disney organization since the early 1970s.

The Walt Disney Company first turned to data processing in earnest in the late 1960s to support its planning operations for The Magic Kingdom, which opened in 1971. While these batch processing systems were adequate at the time, Disney's growth into new ventures, most notably at the Florida site, required the support of on-line computing.

A successful transition to large-scale, on-line Sperry mainframes was accomplished starting in 1972. During this staged conversion, a spirit of cooperation developed between Sperry and Disney that continues to this day.

Through the years, Disney has expanded its processing capability many times. SPERRY Series 1100 mainframe systems direct a comprehensive network throughout the Florida property, with distributed data links using satellite communications to Sperry systems at the company's Burbank, California, headquarters. Further expansions and upgrades are taking place almost continually.

Nationwide, almost 2,000 terminals communicate with both the Florida and California mainframes, with major Sperry software applications facilitating the exchange. Office automation has been completed in many Disney departments using the SPERRYLINK Office System; SPERRY Personal Computers play an integral part in numerous departments; and the unique SPERRY MAPPER system is growing in use throughout Disney, helping managers make better, more informed decisions.

It was in September 1980 that Sperry accepted sponsorship of a major computer presentation at Epcot Center. The resulting facility, Sperry's Epcot Computer Central at the heart of Epcot Center, opened in October 1982. Attendance at Epcot Computer Central has averaged almost 2 million visitors per year ever since.
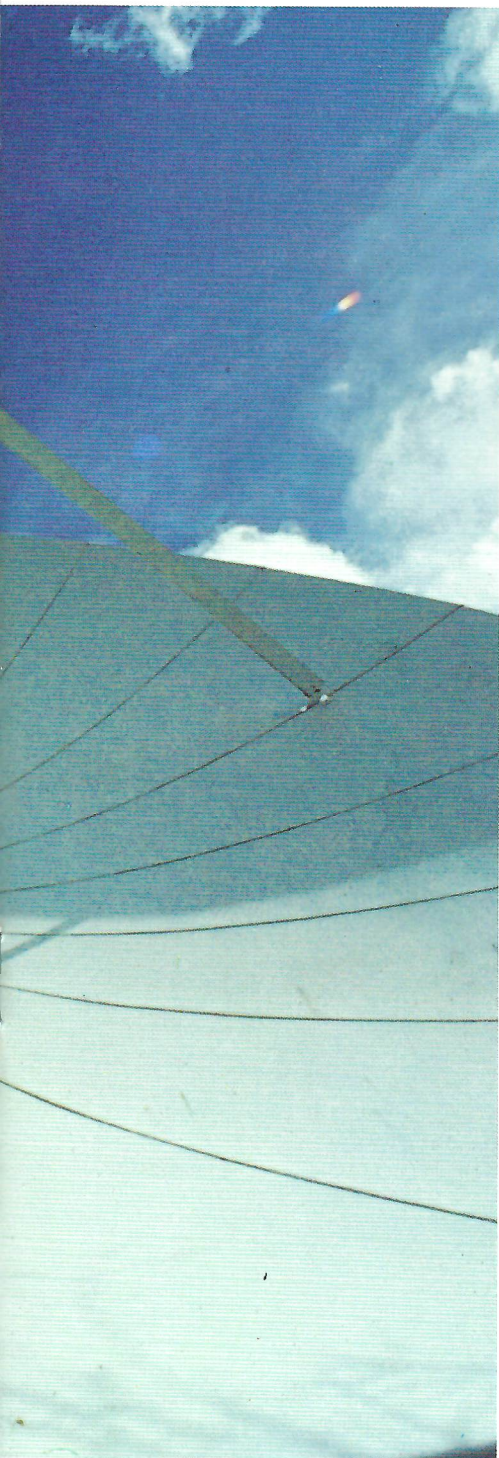
Disney animators add realistic movements to Audio-Animatronic figures which star in many of the Walt Disney World shows. Once the animation is done, computers take over, running the movements, day after day, exactly as they were programmed.
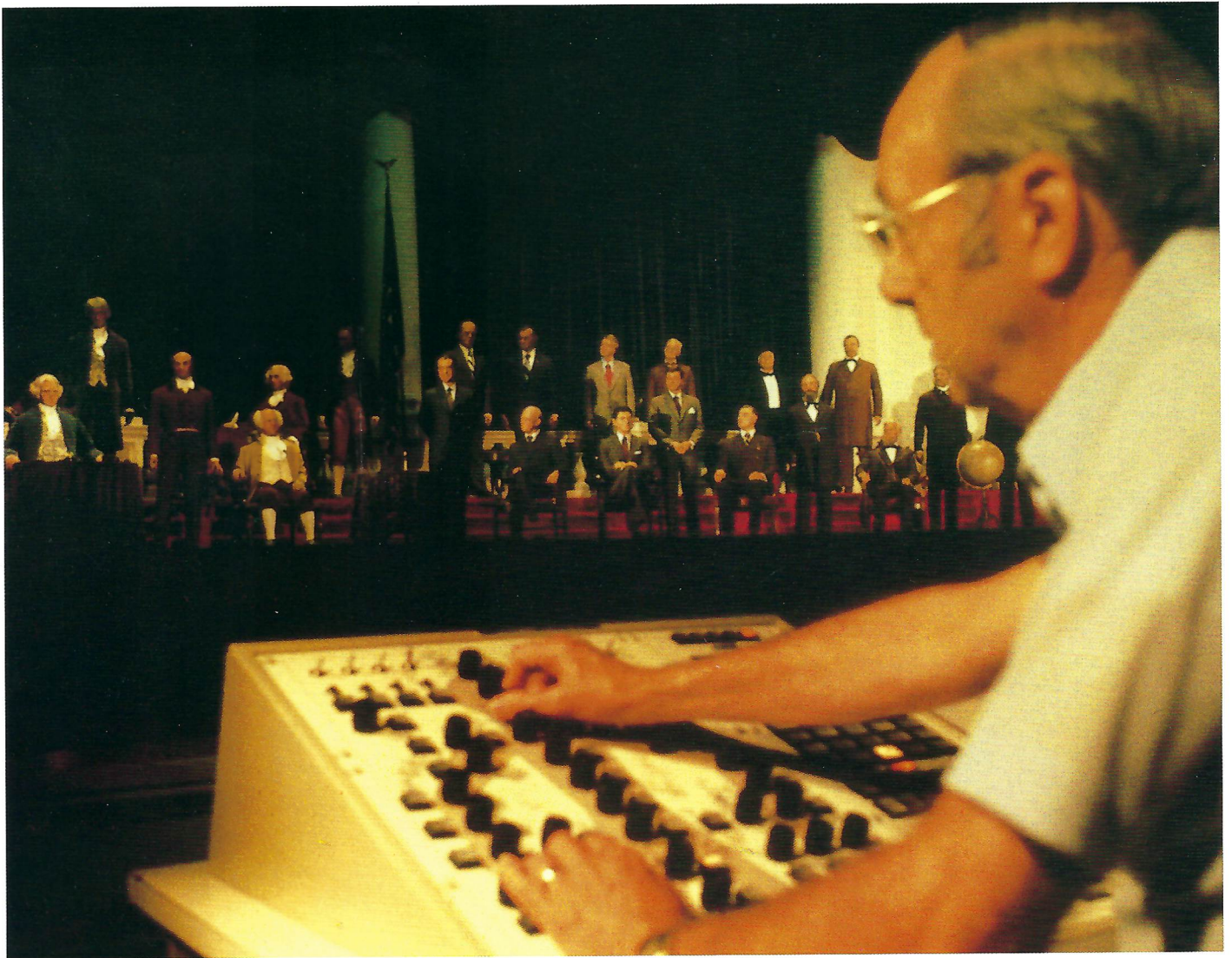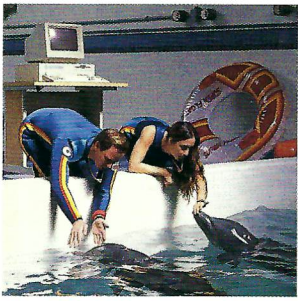
BEHIND THE SCENES...

Sperry computers touch virtually every element in the Florida complex—making your visit more enjoyable while ensuring that the Disney organization operates smoothly and efficiently. For example, a Sperry reservation computer, handling tens of thousands of transactions a day, allows you to schedule lodgings, a campsite, or even dinner at a Disney restaurant—for the next day, the next year, or into the next century!

And within Magic Kingdom and Epcot Center attractions, a Sperry system is overseeing the three-dimensional audio-animatronics figures, plus related films and soundtracks.

Sperry systems ensure visitor safety by monitoring more than 4,000 strategically placed sensors. These devices look for the presence of smoke or fire; check water levels in aquatic attractions; watch for unauthorized intrusion; keep an eye on critical maintenance factors (such as bearing temperatures on power turbines); and carefully maintain temperatures in food freezers throughout the property.

At the same time, Sperry computers help control tons of perishable foods served in restaurants; carloads of tools, paint, maintenance and hotel supplies; and stocks of merchandise items sold at dozens of retail outlets.

Other key application areas for Sperry systems include:

Work Authorization—Complete central system with labor and expense tracking

Group Insurance—Complete online system for Disney's self-insurance program

Live Entertainment—Sensor-activated control of sound and lighting for parades and other mobile exterior presentations

Personnel Systems—Schedule and payroll planning for over 19,000 employees, under fluctuating attendance conditions.

. . . AND RIGHT UP FRONT

At Sperry's Epcot Computer Central, the computers step out from the wings . . . in a highly visible, working data processing center; in the form of hands-on games and exhibits; and as "characters" in an electronic sound and light extravaganza that dramatizes what they do.

Our show is special because it is the only attraction that takes the audience behind the scenes . . . to experience an operational computer facility that is helping to run Walt Disney World Resort.

Visitors entering Computer Central's main foyer and reception area are greeted by a gallery of custom-designed computer experiences. These are designed to challenge physical and mental dexterity while highlighting the usefulness of computers for various aspects of information management.

A major interest here is a display of SPERRY Personal Computers that provides an insightful, hands-on environment for guests to explore what computers can do. In the same area, SMRT-1 ("Smart One"), a friendly, life-size robot communicates with guests by means of a voice recognition module.

But the star of Epcot Computer Central, is *Backstage Magic*, a multi-media, special effects presentation staged in the main computer facility. The cast, plus various electronically generated "assistants" and the Sperry computers themselves, which "come to life" during the show, provide a glimpse into the working computer environment that keeps Disney running.

Visitors view the 20-minute production from a three-tier balcony overlooking the glassed-in computer area.

Computer Central's open design features numerous interactive exhibits designed to entertain and inform. Visitors can experience—first hand—how computers enrich virtually every aspect of life.

EXECUTIVE CONFERENCE CENTER

On the second level of Epcot Computer Central, Sperry maintains a handsomely appointed private hospitality and conference center.

This versatile and productive facility has been designed to help expand the business horizons of Sperry customers. Here, executive-related seminars, training programs and special meetings are held throughout the year.

The extensive seminar program focuses on current trends that point to future directions in the computer industry. Leading authorities in such high technology specialties as artificial intelligence and expert systems share their knowledge and insights. And experienced Sperry users pass along practical guidelines in such areas as office automation, scientific systems, software selection, employee training, and government automation.

TOWARD BRIGHTER TOMORROWS

From its futuristic pyramids to its cultural re-creations . . . from its educational attractions to its entertainment extravaganzas . . . Epcot Center truly is a world of the possible, a tangible vision of tomorrow's potential from today's technology.

At Sperry, from CommuniCore at the epicenter of Epcot Center, we're delighted to have joined with the Walt Disney Company to bring this once-in-a-lifetime experience to millions of visitors from all over the world.

It could not have been done without Sperry experience and systems.
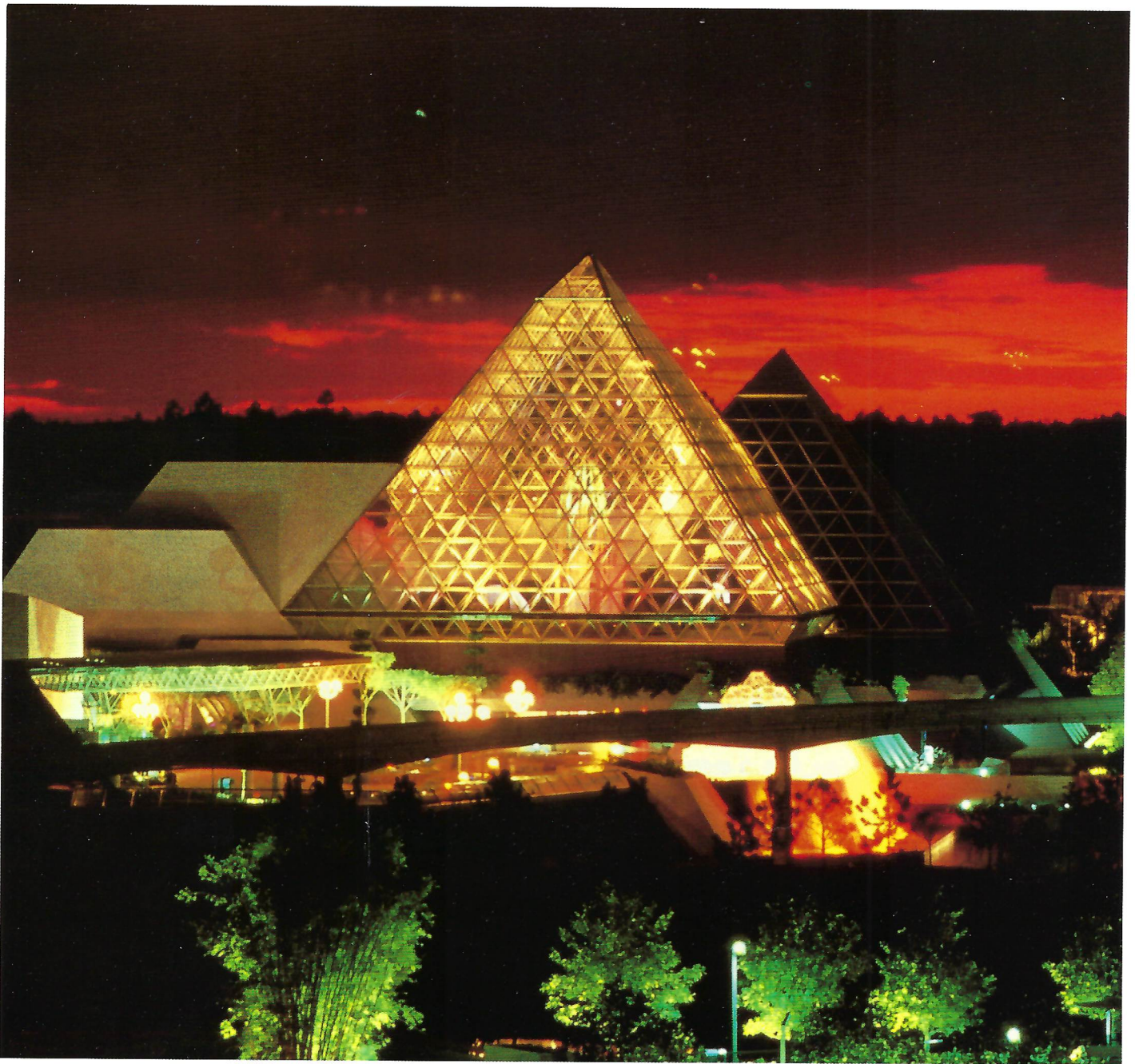
The twin pyramids of *Journey Into Imagination* add their color to a
spectacular Epcot Center sunset.