



Projecting Thrills

Using Video Effects In Your Attraction

Your Presenters

- Brett Hays - 12 years Fear Fair
- Chris Jay - 15 plus years video production -
Fear Mart, Darkrider Studios

Types of Video Effects

- Outdoor / Indoor projection
- Queue Line Video
- Ambient Video
- Windows, Doors, Etc
- Prop Videos
- Commercials, Advertising

Inexpensive hardware

- Projectors
 - Pico
 - Standard
 - Used professional road projectors
- LCD monitors
- LCD tv
- Tube tv
- Media players
 - Micca MPlay - component out, under \$30 at amazon.com
 - Encore ENMMP-X210 - VGA out, under \$40 at amazon.com
 - Brightsign HD120 - for triggered - hdmi and VGA
 - Centralized vs localized
 - Baluns



Outdoor Projection

- Off-Site Advertising
- Logos
- Your Haunt Building
 - Mapping
- Outdoor scenes

Indoor Projection/Queue

- Queue line entertainment
 - General stuff old movies, etc.
 - Backstory, set the mood
 - General creepy
 - Rules
 - Sponsors
- In your scenes
 - Backdrop
 - Environmental changes
 - Expand the scene
 - Multiply your cast



Ambient Video

- Distraction for the scare
- Give actors a chance to reset
- Expand the scene
- Environmental effects
- Simulate movement

Window and Door

- Expand the scene, larger feel
- Multiply cast
- Give a hint what is to come
- Change the environment

Prop Videos

- Provide the scare or set up for the scare
- Triggered / static
- Set up next room
- Liven up hallways and transitions

Commercials, etc.

- YouTube, your web site, social media
- Fun, attention getting, parody
- Television
- Free, get something viral going