

Vancouver's spectacular FlyOver Canada experience has Montreal connection

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There is a significant Montreal connection to Vancouver's newest and perhaps most spectacular attraction. FlyOver Canada (www.flyovercanada.com) is a breathtaking, all-ages ride like no other now showing at Canada Place in the former IMAX Theatre.

The experience is all of 30 minutes, but one you will undoubtedly want to repeat. It begins with a pre-show called Uplift, produced by the Montreal-based Moment Factory. Guests of up to 60 in a group are brought into a room where they experience an audio-visual immersive show that builds context and audience anticipation prior to experiencing the main virtual flight ride.

Moment Factory's Uplift was a feat on its own with production and development beginning a year and a half ago. Film shoots involved a small cast and a storyline that illustrates different Canadian lives at the "four corners" of the country. The pre-show is shown to guests in a custom-built room with state-of-the-art surround sound and multi-wall video projections. This adds on to Moment Factory's growing list of more than 300 projects to date. Most recently, the company has been notably responsible for multimedia experiences in the Canada Pavilion at the Shanghai 2010 World Expo, Celine Dion's new Las Vegas show at Caesar's Palace, Madonna's 2012 Superbowl Halftime Show performance, and the creation of a visual environment for Bon Jovi's world tour.

"Since Fly Over Canada represented kind of a bird's eye view of our country, we thought of doing kind of the opposite with Uplift," producer Genevieve Forest of Moment Factory told The Suburban. "Our show is more of a closeup, designed to build audience anticipation for the main ride."

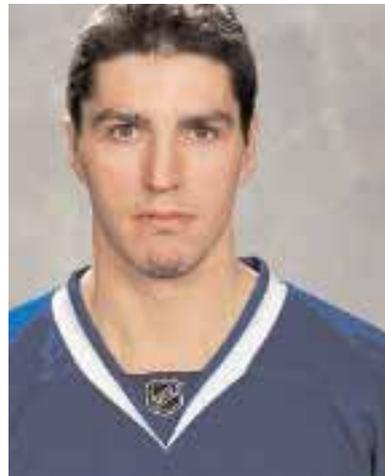
West Island Pincourt native Alexandre Burrows, a forward with the Vancouver Canucks, has a starring role in Uplift. The film first shows a youngster playing hockey and trying to score a goal. This is followed by an image of Burrows doing the same. "We wanted to portray different Canadians and since the film is based in Vancouver we thought of Alexandre



Genevieve Forest

Burrows," Forest says. "The young child represents that generation of someone who dreams of becoming a pro hockey player. Then we show Burrows."

Moment Factory is no stranger to working in Vancouver either. It was responsible for several audio-visual displays during the 2010 Winter Olympics (including an interactive display at the Quebec Pavilion), the game-time visual-audio installations at Rogers Arena for



Alexandre Burrows

the NHL Vancouver Canucks, and the permanent lighting and audio-visual projection installation on Canada Place's five giant sails.

Following the pre-show, a short and funny little film is shown preparing you for the experience.

You will take off into a huge domed screen with the latest in projection and ride technology creating a true flying experience. The flight will take you from

east to west across Canada, over some of the most spectacular scenery the country has to offer. High tech special effects and a beautiful original soundtrack all combine to make FlyOver Canada an unforgettable experience. This just opened on June 29. Operating hours are 10 am to 9 pm. I previously experienced Soarin' at Disney's Epcot Center in Florida.

FlyOver Canada cost \$16-million to produce. The project has been nearly three years in the making and is financed by the Aquilini Investment Group, the owners of the NHL Vancouver Canucks. Participants, who are strapped to their seats, watch a scenic movie that fills their direct and peripheral vision. They are sprayed with mist when the movie shows a waterfall, smell trees when the movie shows a forest and feel the breeze when the movie shows a gusty landscape

FlyOver Canada is committed to making the experience for guests with mobility disabilities as convenient as possible. While they are unable to physically lift guests from wheelchairs in and out of the ride's seating, if you may need assistance transferring from your wheelchair to a ride seat on your own, bring a caregiver to assist. The caregiver's ticket is provided free of charge.

For more information log on to info@flyovercanada.com.