



# NEW TECHNOLOGY

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DESIGN ISLAND ASSOCIATES, INC.



## Disney PhotoPass Project

The Walt Disney Company and Walt Disney World

*New interaction between Visitors and their Photo Memories*

Disney came to Design Island to research and develop a concept that would take advantage of the explosion of digital camera use in the Disney Parks. The result is a new web product that allows visitors to upload their digital photos, and use them to create a custom Disney movie including Disney characters who interact with their pictures. The same files, which create the custom movie, are quickly adapted to create custom slide shows, and photobooks.

The R & D project also involves numerous new technology initiatives which explore ways to enhance visitor experiences by combining hand-held digital devices and park experiences. Triggered in-park RFID guides, audio tours, and information based services in hotel rooms are also being developed as a part of this initiative.

## CLIENT

Michael Colglazier, Senior Vice President Disney Photo Imaging



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