

# Revolution...

An epic motorcycle IMAX®  
adventure delivered in 3D

*"It's not really about the noise.  
It's about the silence."*



## The Film

**Revolution** is an awe inspiring IMAX® and feature film that showcases the passionate spirit of motorcycling — revealing how this passion might, in fact, hold the key to solving our most pressing environmental and societal challenges. **Revolution** is also about our relationships: with each other, with our machines, and with our world.

Through the magic of 3D and IMAX®, **Revolution** transports audiences onto the saddles of the steel and chrome horses which have helped define our popular culture. Audiences will rocket down the track aboard 1,500 horsepower drag bikes, fly ‘free-style’ through the air, ride with the world’s fastest racers, and traverse some of earth’s most majestic landscapes—getting a breath-taking perspective of the world and a viewpoint on humanity that only a motorcycle can provide.

From there, **Revolution** takes its viewers on an expansive *inward* journey—providing them with an even deeper connection to their world and promoting an intellectual understanding of the energetic, *subjective* nature of our reality and our connection to what scientists call the “unified field,” something the gurus and Native Americans have understood for millennia. As it turns out, the better we can grasp this, the more we can control and improve our quality of life, and solve our most pressing challenges.

**Revolution’s** performance at the box office is expected to reflect the world’s long-running love affair with the motorcycle, and the film works on many levels to appeal to women as well as to men. Producer/director Jim Grapek combines, as he puts it, “the defining attributes” from two great success stories: the book Zen and the Art of Motorcycle Maintenance, a quirky sounding read that became one of the most popular books in American literature, and the Guggenheim Museum’s legendary *Art of the Motorcycle* exhibit - the most successful exhibit in the museum’s history which attracted attendees numbering in the millions.

Featuring some of the world's most acclaimed riders, top physicists, 'high rollers and living luminaries', **Revolution** serves up a fresh take on motorcycling and society and showcases some advanced science and technologies that can help carry us forward at this pivotal time - from electric motorcycles and solar powered roads, to biophysics-based health understandings that are here now to benefit everyone.

Today, the world is in critical need of answers. **Revolution’s** answer? Follow your passion...tune into the silence...and tune into the *science*. And of course, jump aboard a motorcycle every chance you get!

## Key Success Elements

- This is the very first 3D IMAX® motorcycling film
- Huge affinity audience - riders, friends, fans, and spectators - of approx. 14 million in US alone
- Multiple media platforms and social networking/community web site engages audiences
- A cast replete with world class racers, scientists, global thinkers and Native Americans
- Seasoned production team includes Hollywood A-list writer Bruce Fierstein
- Industry leader MacGillivray Freeman Films to distribute film
- Produced in cooperation with leading motorcycle manufacturers
- Separate versions for European and Asian markets along with ‘Real D’3D feature length release

**Revolution** 3D is expected to begin pre-production in late 2011 for release in early 2013. The \$10.6M budget is being raised through a combination of equity, sponsorship, pre-sales and debt.

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