

Lucasfilm, ILMxLAB and The VOID Announce New Hyper-Reality Experience, Star Wars: Secrets of the Empire

New VOID Experience Centers Coming to Downtown Disney and Disney Springs This Holiday Season

BURBANK, Calif. – August 3, 2017 – Lucasfilm, ILMxLAB and The VOID today announced the new Star Wars: Secrets of the Empire hyper-reality experience. This ground-breaking experience will open to the public at two new VOID Experience Centers at Downtown Disney at Disneyland Resort and Disney Springs at Walt Disney World Resort beginning this holiday season, giving Star Wars fans the opportunity to step beyond reality and into a galaxy far, far away.

“At The VOID, we combine the magic of illusions, advanced technology and virtual reality to create fully immersive social experiences that take guests to new worlds,” said Curtis Hickman, co-founder and chief creative officer at The VOID. “A truly transformative experience is so much more than what you see with your eyes; it’s what you hear, feel, touch, and even smell. Through the power of The VOID, guests who step into Star Wars: Secrets of the Empire won’t just see this world, they’ll know that they are part of this amazing story.”

ILMxLAB, Lucasfilm’s Immersive Entertainment division, created this first of its kind experience, in collaboration with The VOID. Star Wars: Secrets of the Empire will plunge guests directly into the iconic Star Wars galaxy. Guests will move freely throughout the untethered, social, and multi sensory experience as they interact and engage with friends, family and Star Wars characters.

“At ILMxLAB, we want people to step inside the worlds of our stories,” explained Vicki Dobbs Beck, executive in charge of the division. “Through our collaboration with The VOID, we can make this happen as guests become active participants in an unfolding Star Wars adventure. By combining Lucasfilm’s storytelling expertise with cutting-edge imagery, and immersive sound from the team at Skywalker Sound, while invoking all the senses, we hope to truly transport all those who experience Star Wars: Secrets of the Empire to a galaxy far, far away.”

Star Wars: Secrets of the Empire marks an important milestone in the continued expansion of The VOID, which also joined the 2017 Disney Accelerator earlier this year.

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About The VOID

The VOID is a destination that inspires the exploration of fully immersive worlds with friends and family, creating memorable experiences together. By combining physical sets with real-time interactive effects, The VOID allows you to step beyond reality, engaging all your senses, transporting you to new and unimaginable

worlds. In July 2016, The VOID opened its first public experience at Madame Tussauds

New York. In 2017, The VOID expanded with locations at The Rec Room in Toronto and the company's headquarters in the greater Salt Lake City area with additional locations planned for the second half of the year. For more information and to purchase tickets, visit www.thevoid.com and join @VOIDVR on Instagram, Facebook and Twitter.

About ILMxLAB

Founded in 2015, ILMxLAB, Lucasfilm's Immersive Entertainment division, combines compelling storytelling, technological innovation and world-class production to create truly impactful, immersive entertainment experiences. ILMxLAB develops experiences for virtual reality, augmented/mixed reality, real-time cinema, theme park entertainment and narrative-based experiences for future platforms. For more information visit ilmxlab.com or follow @ILMxLAB on Twitter.

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