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Zootopia-themed Land Blends Breathtaking Technological Innovation with Great Storytelling

Shanghai, September 5, 2023 – Shanghai Disney Resort is a technologically advanced resort destination offering unique experiences blending breathtaking technological innovation with Disney’s extraordinary storytelling. Inside the world’s first Zootopia-themed land, Imagineers continue the Disney tradition of advancing the level of immersive experiences to build a jaw-dropping land representing the best of Disney storytelling powered by state-of-the-art innovative technology.

Sophisticated Audio-Animatronics technology brings characters to life in a vivid art form

Disney characters utilizing Audio-Animatronics technology have been an important part of Disney park experiences for decades, reaching an even higher degree of complexity today with the continuous and non-stop development of the technology. In designing and building Zootopia, Imagineers have been applying the latest in Audio-Animatronics technology, reflecting a new generation of fully electric systems to enhance the entire experience throughout, from guests entering the land to when they “hop on” a cruiser in hot pursuit.



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Zootopia Transit Authority, located near the civic plaza of Zootopia, has just completed its new state-of-the-art “hyper-tube” used by lemmings on their way to and from work at Lemming Brothers Bank and other businesses. A full-sized giraffe can be spotted running on a treadmill inside **Zootopia Fitness**, a modern gym in Zootopia. The treadmill belt itself makes up a gym for mice, with two of them running on gears which look like hamster wheels. The three-meter-tall polar bear, **Koslov**, is standing at the main entrance of **Fashions by Fru Fru**, snarling at shoppers who get too close.

When guests, also known as rookies in the Zootopia Police Department, enter **Zootopia: Hot Pursuit**, the major attraction in the new land, they will be welcomed by **Officer Clawhauser**, just as he is in the Walt Disney Animation Studios film! The boisterous cheetah, easily distracted from work, pauses frequently to talk to the rookies or to himself, raving about Gazelle and the big concert tonight. In the Briefing Room, **Chief Bogo** orders his new officers to the parking garage to “hop on” the all-terrain cruiser to back up **Officers Judy Hopps** and **Nick Wilde**, who will later greet the rookies and lead them off in pursuit of Bellwether. Along the chase, rookies will encounter many other Zootopia citizens, many of whom are powered by advanced Audio-Animatronics technology.



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From designing to building the land, Imagineers with talents from a wide variety of disciplines collaborated closely with Walt Disney Animation Studios. This was especially true as they



