THE HAPPIEST PLACE ON EARTH

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For as long as I can remember, Disneyland was the place that I wanted to be. Before I even went, I knew in my heart, that being in this magical place, would be the best experience I would ever have. That's what I thought when I was 8, and you know, I still feel that way decades later. For me Disneyland is the greatest place on earth because it deals with taking you away from the strife and worry of everyday life and drops you right in the middle of story, a creative intent and an adventure all surrounded by music.

The binaural audio of the crowds and lines are a fun background noise, but it also might be used by people with social anxiety, panic disorder, or agoraphobia to help desensitize to the hustle and bustle of crowded places feeling somewhat safe.

Part of the magic comes from what you don't hear, like screams hydraulic pumps, noisy air compressors and accelerators. What Disney Imagineers of Sound do, is take all those sounds and create magic. For example, on the ride attraction, Guardians of the Galaxy. there is a certain drop where most people scream. The imaginers have taken those screams, recorded them and put them on a track that is now a part of the ride and it kicks in before the screams exactly happen becoming part of the sound scape. In this way, even the distracting noise becomes key, supporting the story in each environment.

Whether it's a score, or song the music selection evolves everywhere you go creating a constant experience rather than just one Ambient Sound. This was all designed by complex algorithms and positioning some 15 thousand speakers around the park, so the sound levels would never change. Camouflaging white noise with a buffer of running water or waterfalls between different sound scapes create a manufactured emotion across the distance of the park. "Decompression Zones" or "Buffer Zones" as Disney like to call them, hand you from one story to the next smoothly. If you

look at the space acoustics and the special relationship it must take creating audio on this scale, it really is quite amazing.

We already know that our brain works harder when there are multiple channels and stereo. This create a choice for the brain to decide what it wants to hear. That is why the park is cut into "zones" of musical pieces. When one is leaving an area, the sound, as you walk into the next location, is being carefully increased until you are in that area, where you again are submerged into the next experience.

It's what Imaginers at Disney call the "Teike Bird Effect". This attraction is where dozens of birds on different frequencies all singing at the same time, surrounded by strategically placed speakers and as the clarity comes up, more the sound creates a believable reality. That is why where the speaker is placed is so important. Human ears can discern 2 degrees in sound, so it's critical that the sound is perfectly set. It is also important that the speaker and sound amplification is the correct size for the object whether it's a bird or an animatronic. Telling a story with musical pieces is a very precise and an important component to the experience. Whether it's a slight jingle to a full-on musical score, that is what creates the fantasy.

Sound is not just the careful set up of the park, it's a mind set at Disney. Part of the integral training at Disney Institute and Disney University is to understand the importance of the tone in Customer Communications. Disney believes that tone with the Customer is of the highest priority and one of the most universal things a company can do to consistently improve support. Walt Disney was keen on all aspects of detail and understood how to create what people call a "Magical Experience". He was a visionary and an inspiration. Mr. Disney said, " All our Dreams can come true if we have the courage to believe them". I think he was teaching people how to creatively visualize, use our gut instead of relying on what people put in our heads. I love him for that and I am not the only one who loves Disney statistics show that 70 percent of people who visit Disneyland come back. I know I will go over and over again, mostly to be submersed in sound and

corndogs, but seriously, I have a lot of respect for a man, who never gave up and created this little oasis for people to find a place where the basis is non-realty, imagination, and fun. After all, according to Walt, it all started with a mouse. This gives me so much hope.

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