



### **What is the 60<sup>th</sup> Anniversary of the Studio Tour?**

Universal Studios Hollywood is celebrating the 60<sup>th</sup> anniversary of the world-famous Studio Tour. It's a milestone celebration for the acclaimed attraction credited with the launch of the Hollywood theme park and Universal's global theme parks.

The celebration will include all-new experiences such as stepping off the tram and onto the studio backlot to visit an iconic film set, immersive photo ops, nostalgic temporary additions as well as all new updates to the Studio Tour.

### **Do guests need to purchase a separate ticket to experience The 60<sup>th</sup> Anniversary of the Studio Tour?**

The 60<sup>th</sup> Anniversary celebration is included with valid theme park admission.

### **What are the event dates?**

April 26, 2024 - August 11, 2024

### **What is the total length of time for the Studio Tour?**

The length varies with the inclusion of the Step Off element. The duration is approximately 60 minutes.

### **Is the Hollywood Sign part of the Studio Tour?**

Universal Studios Hollywood is debuting the first-ever original replica of the Hollywood Sign to be situated along the backlot, adjacent to the tram step off moment. Guests will get the chance to take a photo adjacent of the Hollywood Sign replica during this limited time celebration.

### **Will there be 60<sup>th</sup> Studio Tour Anniversary Food and Drink offerings?**

There be a selection of retro themed food and drink offerings as select locations including a special Studio Tour Dining Pass available for purchase inviting guests to enjoy two entrees and four drinks or snacks at participating theme park locations during their visit.

### **Will there be 60<sup>th</sup> Studio Tour Anniversary Merchandise?**

A selection of limited edition retro themed merchandise will be available while supplies last at select locations in the park and on CityWalk.

**Are there restrooms available during the Tour?**

We encourage guests to use the restrooms prior to or after experiencing the Studio Tour since the duration is expected to be approximately 60 minutes.

**Is it required to step off the Studio Tour?**

You can choose to step off the tram to visit an iconic film set and join immersive photo-ops or remain on the tram for the duration of the Studio Tour.

**How long do we have to step off the Tour?**

The time varies per guest, but the average time is approximately 10 minutes.

**If it rains, will the event be cancelled?**

The 60<sup>th</sup> Anniversary of the Studio Tour occurs rain or shine. No refunds will be given.

**How can guests find out more?**

As information becomes available, it will be added to USH.com website and social media channels. Visit the Universal Studios Hollywood™ web page and social channels for updates.



### **WHAT IS AN AR FILTER?**

An AR filter is a digital overlay or effect that augments reality in real-time through the camera of a smartphone or other compatible devices. AR filters use augmented reality technology to add virtual elements, such as animations, graphics, or 3D objects, to the user's environment when they're looking at the screen.

### **WHAT IS A UNIVERSAL CINEMATIC AR FILTER?**

A Universal Cinematic AR Filter is an augmented reality filter that places a user in a digital environment that is inspired by one of Universal's iconic motion pictures.

### **HOW DO I ACCESS THE UNIVERSAL CINEMATIC AR FILTERS?**

The Universal Cinematic AR Filters can be accessed in two ways:

1. By scanning the QR found on the nearest 60th Anniversary King Kong, JAWS and Fast & the Furious themed lollipop sign
2. By visiting the Effects page found on the Universal Studios Hollywood Instagram profile -@unistudios

### **WHAT SOCIAL PLATFORM WILL THESE FILTERS LIVE ON?**

The Universal Cinematic AR Filters will only be available on the Instagram.

### **WHAT DEVICES WILL BE COMPATIBLE FOR THE UNIVERSAL CINEMATIC AR FILTERS?**

The Universal Cinematic AR Filters can be experienced on iOS and Android supported smartphones and tablets.

### **HOW DO I USE THE UNIVERSAL CINEMATIC AR FILTERS?**

Once a Universal Cinematic AR Filter is accessed and ready for use, please ensure you have the screen side of your device pointed towards you with its corresponding camera turned on. When ready, press and hold the on-screen record button to activate and capture your experience. The filter will end as soon as the end title card pops on screen.

### **HOW DO I SHARE MY EXPERIENCE VIDEO AS AN INSTAGRAM STORY?**

To share as an Instagram Story, after recording your video, press the 'Your stories' button on the lower left corner of your screen. Afterward, your video should upload and then be visible as an Instagram Story...Don't forget to tag @unistudios

### **HOW DO I SHARE MY EXPERIENCE VIDEO AS AN INSTAGRAM REEL?**

After recording your experience, tap the More Options menu (...) on the right corner of your screen and select the Save option. Your video will then be saved to your device and will be free to share it as an Instagram Reel post. Don't forget to tag @unistudios

### **CAN I SHARE MY EXPERIENCE VIDEO ON ANY OTHER SOCIAL MEDIA PLATFORM?**

Yes, you can. After recording your experience, tap the More Options menu (...) on the right corner of your screen and select the Save option. Your video will then be saved to your device and will be free to share on any other social media platform as you please. Don't forget to tag @unistudios

### **PRIVACY & DATA COLLECTION**

Any property that falls under the Universal Destinations & Experiences umbrella will not be collecting user data through the Universal Cinematic AR Filters.