

= Transformers : The Ride =

Transformers : The Ride 3D ( or simply Transformers : The Ride ) is a 3D dark ride located at Universal Studios Singapore , Universal Studios Hollywood and Universal Studios Florida . The ride , based on the Transformers film franchise , was designed by Universal Creative , Oceanering International , and Industrial Light & Magic . Each installation is reported to have cost US \$ 100 million . Universal Studios Singapore was the first to open the ride .

The dark ride consists of vehicle @-@ mounted motion platforms which follow a 2 @,@ 000 @-@ foot @-@ long ( 610 m ) track . Throughout the ride , screens up to 60 feet ( 18 m ) high project 3D images of various Transformers characters as the Autobots attempt to protect the AllSpark from the Decepticons . Transformers : The Ride has been praised by media around the world with some stating it is one of the best theme park attractions in the world .

= = History = =

= = = Announcements = = =

Early planning and design for the ride began in 2007 . In October 2008 , Universal Parks & Resorts announced the addition of Transformers : The Ride to their Singapore and Hollywood theme parks . At the time of the announcement , speculation that the ride would feature an upgraded version of the ride system used in The Amazing Adventures of Spider @-@ Man ride at Islands of Adventure appeared in the press . After the two attractions at Universal Studios Singapore and Hollywood were opened , Universal Orlando Resort announced on November 1 , 2012 , that Transformers : The Ride would open at Universal Studios Florida in mid @-@ 2013 . The announcement was made just prior to that night 's showing of Universal 's Cinematic Spectacular : 100 Years of Movie Memories .

= = = Universal Studios Singapore = = =

Construction started in Singapore in late 2009 in a back @-@ of @-@ house location . Construction continued throughout the soft opening period of the park , which began on March 18 , 2010 . By October 2010 , some of the track for the ride had been installed . It was discovered that the ride will be spread across two levels . On October 27 , 2011 , Universal Studios Singapore announced that Transformers : The Ride would open in Singapore on December 3 , 2011 . On November 19 , 2011 , Universal Studios Singapore opened the ride to the public for " technical rehearsals " ; the ride operated intermittently until the official opening date . The ride debuted at an exclusive evening event on December 2 , 2011 , attended by director Michael Bay and Universal Parks & Resorts CEO Tom Williams . The ride officially opened to the public on December 3 , 2011 .

= = = Universal Studios Hollywood = = =

Installation of Transformers : The Ride at Universal Studios Hollywood , required the removal of two attractions . On April 11 , 2010 , Backdraft and Special Effects Stages closed . The Special Effects Stages were relocated to the Upper Lot and renamed the Special Effects Stage on June 26 , 2010 . Work began almost immediately on the construction of the ride . After a period of construction spanning close to two years , the ride and its gift store , the Transformers Supply Vault , soft opened to the public in late April 2012 . Transformers : The Ride officially opened to the public on May 24 , 2012 .

= = = Universal Studios Florida = = =

A few days after Transformers : The Ride opened at Universal Studios Hollywood , Universal Parks

& Resorts decided to open the attraction at Universal Studios Florida . Construction began almost immediately on the site of Soundstage 44 , which was once home of Hercules and Xena : Wizards of the Screen and Murder , She Wrote Mystery Theatre . They were demolished in June 2012 . In July 2012 , construction of a new building began with the installation of a tower crane and the start of excavation . On May 2 , 2013 , the park announced that the ride would open on June 20 , 2013 . On May 30 , 2013 , technical rehearsals for the ride officially began . On June 20 , 2013 , the ride officially opened to the general public . Transformers : The Ride 3D celebrated its One @-@ Millionth Rider in August 2013 .

= = Ride system and experience = =

= = = Ride system = = =

The ride system used on Transformers : The Ride is similar to that used by The Amazing Adventures of Spider @-@ Man at Islands of Adventure in Orlando , Florida , and later at Universal Studios Japan . The ride vehicles , developed by Oceaneering International , are mounted to a track @-@ roaming platform that provides the forward motion to move the vehicle through each show scene . The yaw motor and a Stewart platform with six degrees of freedom attaching it to the platform allows the vehicle to move 360 degrees at different angles along the 2 @,@ 000 @-@ foot @-@ long ( 610 m ) track . Each vehicle is fitted with a motor that controls the right side door through which guests board and leave . These vehicles are modeled after an Autobot named Evac and each vehicle accommodates twelve riders . Each row of four riders is restrained by a single lapbar .

= = = Queue and pre @-@ show = = =

Riders enter the queue from the Sci @-@ Fi City themed area of Universal Studios Singapore , the Lower Lot at Universal Studios Hollywood or Production Central at Universal Studios Florida . Riders must be at least 122 centimetres ( 48 in ) to ride alone or 102 centimetres ( 40 in ) if they are with an adult . The first portion of the queue is a large collection of switchbacks . The later part of the queue is themed as a Nonbiological Extraterrestrial Species Treaty ( NEST ) base . A series of signs and video screens are located within this area . The video screens play briefings from General Morshower , Bumblebee , Ironhide , and Ratchet , who explain that the Decepticons have come to Earth in search of the AllSpark . Optimus Prime concludes the briefing by introducing all of the Autobots that are featured in the ride . Towards the end of the queue , guests are given a pair of 3D glasses . Once guests arrive at the loading station , they are grouped and loaded into a ride vehicle modeled on an Autobot named Evac .

= = = Ride = = =

The ride begins with Evac moving out of the loading station and making a turn . The vehicle approaches the first of thirteen 3D high @-@ definition video screens which depicts Ravage grabbing a canister containing the AllSpark . Evac spins 180 ° to face the second screen on which Bumblebee is fighting Sideways for the AllSpark which ends up in Evac 's possession . Evac reverses into one of two elevator shafts which ascend to the second level of the attraction . During the ascent Optimus Prime battles Megatron and Grindor chases Evac who is furiously heading in reverse until Grindor 's arm is broken off by a train . Megatron grabs Evac and the two struggle until Megatron breaks a water pipe , which sprays riders with water . Evac enters a dead end pathway before reversing and turning to face another 3D screen , which shows Megatron firing a missile at Evac while continuing to find Optimus . Hot air and fog generate the illusion of an explosion . Evac then heads through the hole in a building which was caused by the explosion . Inside lies Devastator , who is trying to suck everything out of the building . Ratchet and Ironhide cover fire while Evac

reverses and escapes the suction . Here the Autobot Sideswipe helps in the battle against the Decepticon Bonecrusher . Devastator returns to the scene alongside Starscream . Evac escapes from Devastator a second time by going through him , but Starscream grabs Evac and throws him across several city blocks before landing on a construction site and smashing into some drums which release clouds of fog resulting in Evac asking if the riders are okay . Optimus Prime and Megatron continue their battle in the construction site as Evac reverses away in an attempt to protect the AllSpark . Starscream appears for a second time but is chased away by two NEST helicopters . Evac then returns to a second set of two elevators . During the descent to the ground floor , Evac forces the AllSpark into Megatron 's chest causing both to freefall to the ground when Megatron grabs Evac . Bumblebee saves Evac from destruction before Optimus Prime congratulates Evac and the riders on their mission . The last thing guests see before disembarking is the twisted wreckage of Megatron stuck in the ceiling near the exit .

= = = Exit and Transformers Supply Vault = = =

Once the ride is complete , riders dismount the Evac vehicle at the unload station . Upon exiting the ride , guests are greeted with the Transformers Supply Vault gift store , which sells items from the Transformers film franchise , Transformers : The Ride merchandise and a variety of Transformers toys .

= = Cast = =

Andrew Arrabito ? Military  
Pilar Holland ? Sonya Bradley  
Corey Klemow ? Theodore Stallworth  
Ezra Masters ? Sergeant Dees  
Glenn Morshower ? General Morshower

= = = Voices = = =

Charlie Adler ? Starscream  
Peter Cullen ? Optimus Prime  
Robert Foxworth ? Ratchet  
Jess Harnell ? Ironhide  
Tom Kenny ? Wheelie  
Dustin Leighton ? Evac  
James Remar ? Sideswipe  
Frank Welker ? Megatron  
John DiMaggio ? Grindor

= = Production = =

= = = Development = = =

Transformers : The Ride was primarily developed by Universal Creative , the research and development division of Universal Parks & Resorts . Universal Creative 's Thierry Coup was the Creative Director of the ride , having worked on previous Universal attractions including Harry Potter and the Forbidden Journey , The Amazing Adventures of Spider @-@ Man , and Shrek 4 @-@ D. Michael Bay , director of the Transformers film franchise , collaborated with Universal Creative on the ride , despite an earlier blog post that suggested otherwise : " I don 't support it yet ? I 'm not involved and [ I 'm ] not sure the story of the ride works , and I know Optimus is not going to just show up to be directed by some new people that have never worked with him , " he wrote . Bay 's

involvement in the attraction 's development was revealed by Mark Woodbury , president of Universal Creative , in an NBC documentary on Islands of Adventure 's Wizarding World of Harry Potter . Industrial Light & Magic developed the special effects for the ride , having previously worked on Transformers , Transformers : Revenge of the Fallen and Transformers : Dark of the Moon . Each installation is reported to have cost US \$ 100 million .

= = = Special effects = = =

As well as the motion based vehicle , riders feel wind , water , hot air , fog , air blasts , vibration , and smoke .

= = = Marketing = = =

Initial promotion for the ride began with a blog by Resorts World Sentosa dedicated to the ride . Universal Studios Hollywood launched a website called Prepare For Battle . The ride 's launch at Universal Studios Hollywood saw a 30 @-@ second commercial for Transformers : The Ride premiere during Super Bowl in 2012 and an 80 @-@ foot ( 24 m ) high silhouette of Megatron attached to the Staples Center in Los Angeles . Universal Studios Hollywood also released a 30 @-@ minute documentary about the construction of the ride . Similar to Universal Studios Hollywood 's marketing campaign , Universal Studios Florida utilised the same Prepare For Battle website as well as attaching another silhouette of Megatron to the Fairwinds Credit Union Tower in Downtown Orlando .

= = Reception = =

Transformers : The Ride has been praised by media around the world . Brady MacDonald of the Los Angeles Times said he had high expectations of the ride , and was very pleased with it , and wrote that it " ranks among the top theme park attractions in the world " . Martin Miller , also of the Los Angeles Times , was equally pleased with the ride , and called it " one of Universal 's most sophisticated , satisfying rides " . Miller acknowledged the long queues associated with the ride but commended Universal for the design and theming of the queue to combat this . John Chan of CNET stated Transformers : The Ride " isn 't as heart @-@ stopping as a roller coaster [ but ] the ( relatively ) long 4 @-@ minute ride is every bit as entertaining " . Florida Today 's Tim Walters and Jennifer Sangalang stated the " action @-@ packed ' Transformers ' ride doesn 't disappoint " . Both praised the ride 's " fun factor " giving it a rating of 5 / 5 , with Walters and Sangalang giving ratings of 4 1 / 2 and 4 overall , respectively .

Bob Strauss from the Daily Breeze interviewed some park guests who had experienced the attraction . Their comments included " the 3 @-@ D 's crazy ; I think it 's a step above where the other rides are so far " and " it 's a new way of making these rides " . News.com.au stated " the happy smiles on the faces of visitors as the exit ... say it all " .

The opening of the ride at Universal Studios Hollywood was an immediate success , with record attendance over the Memorial Day weekend . A 15 percent rise in attendance in 2012 was attributed to the ride 's opening . Within days of the ride 's opening executives decided to install the ride at Universal Studios Florida with construction beginning almost immediately .