The Rock-a-fire Explosion
ELECTRONIMATION™
Unquestioned even by our competitors as the finest electronically controlled animated entertainment in the world.
Pictured above is the world’s first animated ventriloquist act of Bote da Wolfe and his antagonistic puppet friend, Earl Schmerle.

THE ROCK-AFIRE EXPLOSION
This four character group of musicians performs every type of music imaginable from rhythm and blues to the most modern rock and roll. The illusion that these characters are actually performing the music is accomplished through highly accurate movement and light synchronization. Duke Lollie actually plays his four-piece drum set in perfect rhythm. Pats Geronimo performs on a synthesizer that comes to life with its own light show, beach bed sings and plays his guitar with enough energy to rival the most active live performers, and Mike Mozzarella cantar the beat with his highly fluid arm movement and her high school cheerleader style.

BILLY BOB AND LOONEY BIRD
This unlikely combination of unusual personalities steals the heart of any audience. Their unassuming innocence and positive attitudes toward all of life’s little problems give this team its irresistible charm.
THE WHOLE STORY

The Rock-A-Fire Explosion is designed and manufactured by Creative Engineering, Inc. exclusively for ShowBiz Pizza Place, Inc. of Topeka, Kansas. SPP is a chain of restaurants combining the talents of Creative Engineering, Inc. with those of Brock Hotel Corporation, the largest franchisee of Holiday Inns in the World.

ShowBiz Pizza Place, Inc. requires our entire production capacity at this time. We regret that we cannot offer anything to new customers of the amusement park industry for delivery in 1981. For delivery in late '82 or in '83, we will entertain undertakings of electronimation™ spectaculars, shows of 50 to 100 characters with elaborate stage settings, either in a dark ride with moving audiences or with moving stages, or in a still setting.

Creative Engineering, Inc.
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CEI ROCK-AFIRE
EXPLOSION BROCHURE

Date of Origin: 1980
Archived: 4-14-08
Submission by VegaNova
Version 1.0

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