CONTEMPORARY FANTASY MOVIES AND THE EVERYDAY: AN ANALYSIS OF POP CULTURE WITH REFERENCE TO THE MATRIX AND AVATAR

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Abstract: With the advancement in technology over the last two decades, CGI has become commonplace in a large number of films. Ranging from mid-budget comedies to large action blockbusters, CGI has come a long way in cinema. Think of big action films like Star Wars or the Avengers series which has CGI being used in nearly every scene. In the 70s, filmmakers relied on live-action practical effects to make the impossible look possible. Practical effects were created physically on set with the help of pyrotechnics, prosthetic makeup, animatronics, live-action weather elements, etc. Many classic movies like Apollo 13 and Jurassic Park used practical effects to bring extraordinary situations to life. However, more filmmakers are turning away from practical effects due to budget constraints and an increase in computer graphics capabilities. It has helped to widen their imaginative vision and break barriers for a filmmaker. In the last decade or so, CGI has overtaken practical effects as the go-to method for making films. It has gone from strength to strength, entertaining adults and children. This paper examines how two films, The Matrix (1999) and Avatar (2009), used CGI to create stunning and immersive visual effects that captivated audiences. CGI was used in The Matrix to create the virtual reality world known as The Matrix. CGI was also used to create the groundbreaking "bullet time" effect, which allowed the camera to move around a frozen action sequence to create the illusion of slowed time. In Avatar, CGI was used to create the movie's lush and detailed alien world, Pandora. The film's director, James Cameron used a new motion capture technology to capture the performances of the actors, which were then translated into realistic alien characters using CGI. The CGI also allowed filmmakers to create plants and animals that were unique to Pandora, such as the floating mountains and the bioluminescent forests. Overall, CGI was used effectively in both The Matrix and Avatar to create immersive and unforgettable experiences. They both pushed the boundaries of what technology could do and established a new standard for visual effects in Hollywood. This study has been undertaken to investigate the determinants of stock returns in Karachi Stock Exchange (KSE) using two assets pricing models the classical Capital Asset Pricing Model and Arbitrage Pricing Theory model. To test the CAPM market return is used and macroeconomic variables are used to test the APT. The macroeconomic variables include inflation, oil prices, interest rate and exchange rate. For the very purpose monthly time series data has been arranged from Jan 2010 to Dec 2014. The analytical framework contains**.**

Index Terms - *CGI, Pyrotechnics, Animatronics, Realism, Practical effects, live-action weather elements, Avatar, The Matrix, Terminator, Jurassic Park, Star Wars, Apollo 13.*

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1) INTRODUCTION

CGI technologies have spawned a new generation of films with a wide range of genres during the past 20 years or so. Blockbuster movies have started to rely on a wide range of digital effects that can create spectacular imaginative worlds, realms that defy gravity or sadly succumb to its pull, drawing from cultural sources like comic books and fantasy novels to video games and virtual reality. In the twenty-first century, CGI has assimilated into mainstream cinema and needs to be critically analysed with the aid of historically feasible special effects, countless magnificent descents and miraculous ascents have been made possible throughout film history. Blockbuster franchises like *Star Wars*, *Terminator*, and others have grown in popularity as a result of the increased use of special effects. Special effects have begun to bring in money for studios. The first special effects appeared in

motion pictures in the 1950s when animation cells were created using mechanical computers and then incorporated into feature films. The first film to incorporate CGI was Alfred Hitchcock's *Vertigo*. Soon after, films like *Star Wars* and *Tron* followed. Computers allowed CGI masters to expand on their concepts and methods in the 1990s. *Toy Story* by Pixar, the first computer-generated movie, was released in 1995. *The Matrix*, *Independence Day*, and *Lord of the Rings*, among other computer-generated films, made record-breaking box office collections as a result. CGI has become familiar to audiences nowadays and it has been used to produce invisible effects like colour alteration, weather effects, huge crowd scenes, etc. Viewers have been treated to massive armies, computer-generated tidal waves, entire cities being built and destroyed, superheroes flying through the air, etc. CGI allows for more intricate world building, which can deepen the story's mythology and foster emotional connections with characters. The technology has facilitated previously impossible storytelling techniques such as de-aging actors or bringing back the deceased ones through digital manipulation. CGI is a powerful tool in the production of films, and this is expertly demonstrated in *The Matrix* and *Avatar*, two of the most iconic films of the modern era, both of which had a lasting impact on the way movies are made today. Both films are known for their use of cutting-edge visual effects and cinematography, which have pushed the boundaries of what is possible in cinematic storytelling. *The Matrix*, a 1999 science-fiction movie directed by the Wachowski's, revolutionised the way science fiction movies were made and received. The movie combined action, philosophy and technology in a unique way, creating an immersive and engaging experience for the viewers. The movie was followed by 2 sequels, *The Matrix Reloaded* and *The Matrix Revolutions*, in 2003. The trilogy was a critical and commercial success, earning over 1.6 billion at the worldwide box office and bagging 4 Academy Awards. The Matrix made great use of CGI, allowing the filmmakers to create a cyberpunk-style world full of machines and a simulated reality. The movie also made use of bullet- time photography which allowed the directors to capture extremely slow-motion shots. This technique was used to great effect to create a feeling of a world outside of time, which was extremely effective for the movie. *The Matrix* trilogy has also had a lasting impact on the use of CGI in other films. Many action films have adopted visual styles, with highly stylized visuals, slow-motion shots, and digital effects. The movie also features some impressive wire-work and martial arts scenes, which create some surreal visuals. The Wachowski brothers used CGI to create a neo-noir virtual world and characters that perfectly blended in with the background. CGI was also used to create the visually stunning action sequences and fight scenes, showcasing the superhuman capabilities of the protagonists. *The Matrix* also introduced new philosophical concepts and narrative techniques. The movie explored themes such as reality, identity, free will, and the nature of consciousness, which were not typical of science-fiction movies at that time. The movie also used non-linear storytelling, with flashbacks and dream sequences, creating a complex and layered narrative that rewarded repeat viewings. *The Matrix* also had a significant impact on popular culture, becoming a cultural phenomenon that influenced fashion, music and video games. The movie's style, with its dark and gritty aesthetic, leather outfits, and sunglasses, became a fashion statement and was widely imitated. The movie's soundtrack, which included songs from bands such as *Rage against the Machine* and *Rob Zombie*, became a best-seller and inspired many other movies and Tv shows. *The Matrix* also inspired a generation of video games, with titles such as *Max Payne* and *Enter the Matrix* directly referencing the movie's style and themes. *Avatar*, released in 2009, is set in the distant future where the humans are mining a resource called Unobtanium on the planet Pandora. The indigenous population of Pandora, The Na'vi, live in harmony with the planet and its creatures. The visuals of the movie depict the stunning beauty of Pandora, and the power of the Na'vi's connection to nature. The lush foliage, majestic mountains, and deep blue skies of Pandora represent an unspoiled paradise, untouched by human influence. *Avatar* uses a combination of CGI and motion capture technology, which enables the characters to be realistically depicted in the computer-generated world. The lush jungles, alien species, and floating mountains are all created with ground-breaking technology. The Na'vi were depicted using motion capture technology, giving them a lifelike and realistic quality that was unprecedented during that time. One of the most striking elements in the world of Pandora is its unique bioluminescence. The planet is covered in bioluminescent plants and animals, which give off an otherworldy glow. This glow is used as both a visual cue and a narrative device in the movie. The bioluminescence is used to signify the spiritual connection between the Na'vi and their planet, as well as to create a sense of awe and wonder for the viewer. CGI was an essential tool used in both films to bring their worlds to life. It allowed filmmakers to create visuals and effects that couldn't have been achieved with traditional methods. Both *The Matrix* and *Avatar* made great use of CGI and pushed the boundaries of what was possible in that genre. These two movies, along with many others, have shown the potential of CGI in film and have made viewers more accepting of and excited about this new technology.

The main objective of this research is to provide insight into how movies have evolved through the years with the development of CGI. The research results aim to clearly understand how the audience's interests have changed with the increasing use of digital effects in movies. How do films like *The Matrix* & *Avatar* cater to the audiences,

how they revolutionized sci-fi movies, and what themes do these movies project, all these questions will be discussed in this paper. The issues that arise out of the impact of CGI on the storytelling process will also be discussed. Some of the major questions involving the use of CGI include: Does CGI undermine classical storytelling? If so, how? How does CGI influence the audience's sensibility? Is CGI being used as a substitute for good storytelling? Has CGI fundamentally changed the filmmaking process? If so, how? How do these kinds of films stand apart in the frame of pop culture? These questions will be examined and studied in detail during the course of this paper.

In the modern age of cinema, audiences are looking to be awestruck by the fascinating visuals and imaginary worlds in which they can immerse themselves. People go to the movies as an escape from reality. In 1999, Lana and Lilly Wachowski released the sci-fi film *The Matrix* which impressed audiences with its storytelling and visual effects. The film's marketing campaign was notable for its use of the "What is the Matrix?" tagline, which built anticipation and curiosity for the movie. The plot revolves around Thomas Anderson, a computer programmer who also works as a hacker under the alias 'Neo'. His life is turned upside down when he discovers that the life he and those around him have come to accept as real is only a representation of *The Matrix*—a symbolic order created by sentient machines to pacify and subdue the human population, while their bodies heat and electrical activity serve as an energy source. It is a ruse to keep humankind from realizing they are all blind and are born slaves. To create *The Matrix*, the filmmakers used a combination of practical effects, like real-life stunts and explosions, and computer-generated imagery. CGI was used to create the virtual environments, including the iconic green code that represents the digital world. One way that CGI was expertly used in *The Matrix* was in the creation of the film's simulated reality. The filmmakers used CGI to create a world that was simultaneously familiar and otherworldly, with neon lights, metallic surfaces, and futuristic technology. The use of CGI allowed for a seamless integration of real-life actors and computer-generated imagery, creating a world that felt both familiar and otherworldy. CGI was also used for the creation of the film's many special effects, including the famous "bullet time" effect. *The Matrix* serves as a metaphor for the lack of free will that humans have in their everyday lives, as well as the dangers of technology. *The Matrix* is a representation of the struggle between good and evil, between the real world and the simulated world, and between man and machine. The movie questions the reality of our existence and explores the idea that the world that we perceive may not be real. In *The Matrix*, the Machines and Zion are two of the most important elements of the film's world. The Machines are incredibly powerful and technically advanced, and their robotic forms appear intimidating and powerful. Zion is the last human city in the Matrix films, and it is a sprawling, futuristic city populated by humans. The city is a vibrant, bustling hub of activity, with a wide variety of characters, buildings, and technology. The movie uses a lot of slow-motion shots and bullet time effects, which adds to the movie's action-packed scenes. *The Matrix* also introduced wire-fu, a new style of martial arts that involved wire work and acrobatics, which became a hallmark of Asian action movies and influenced Hollywood movies for years to come. The use of colour in *The Matrix* is one of the movie's most iconic and recognizable features. The movie uses a distinct color palette, with a heavy emphasis on green, to convey the mood and theme. The green tint is used to create a sense of unease and tension, as well as to signify the artificial nature of the *Matrix*. The use of colour is also used to distinguish between the real world and the virtual world of the *Matrix*, with the real world being depicted in muted and desaturated colours. The movie also uses colour to convey character traits and motivations. The character of Neo, for example, is often associated with the colour blue, which represents his journey towards self-discovery and enlightenment. The character of Agent Smith, on the other hand, is associated with the colour grey, which represents his rigid adherence to the rules of the Matrix. The use of colour in *The Matrix* is not just a visual gimmick but an integral part of the movie's storytelling. It adds an extra layer of meaning and depth to the movie, creating a world that feels both familiar and alien at the same time. *The Matrix* series is renowned for its use of ground-breaking special effects and visual representation, which revolutionized movie-making. It has become an iconic example of how CGI can be used to create a visually stunning and immersive experience. The opening scene of *The Matrix* is a powerful example of the series' visuals, as the camera pans in to show Trinity (Carrie-Anne Moss) being chased by police officers in a highly stylized, computer-generated world. Other notable scenes in the Matrix trilogy include the fight between Neo and Agent Smith (Hugo Weaving) in the first film, and the freeway chase sequence in the Matrix Reloaded. These scenes were revolutionary, and marked the beginning of a new era of CGI-heavy action films. *Avatar*, a 2009 science-fiction movie directed by James Cameron, revolutionized the way sci-fi movies were made and received. The plot revolves around Jake Sully, a former marine who has been paralyzed from the waist down and is given the opportunity to take part in the Avatar Program, which allows him to remotely control a genetically engineered Na'vi body on the planet Pandora. The movie introduced new technologies, created an immersive and visually stunning world, and brought about a new change in motion capture. The movie set a new standard for visual effects and influenced many other movies that followed. One of the most significant contributions of *Avatar* to science

fiction movies was the use of motion capture technology. Motion capture involves recording the movement of actors and translating them to computer-generated characters, creating a more realistic and expressive performance. *Avatar* used motion capture extensively, with actors performing their roles on a special stage covered with cameras and censors. The use of motion capture allowed for a more nuanced and expressive performance, and created a more immersive world. Another important contribution of *Avatar* was the creation of a immersive and visually stunning world. The movie's setting, the planet Pandora, was a rich and detailed world with exotic landscapes, flora, and fauna. The movie's use of 3D technology which was still a novelty at that time, created a more immersive and engaging experience for the audience. The visuals were so stunning that they revolutionized the use of 3D animation in films and *Avatar* is often credited as the film that kick-started the 3D revolution. *Avatar* also introduced new narrative techniques and themes to sci-fi movies at the time. The movie's plot, which involved a conflict between Na'vi, an alien race, was a commentary on the real-world issues of colonialism and exploitation. *Avatar*'s use of allegory and symbolism created a more layered and nuanced narrative that challenged the audience's perception of sci-fi movies. CGI was expertly used in *Avatar* to create the many action sequences that take place throughout the film. The film's climax features a massive battle between the Na'vi and the humans, which was expertly crafted using CGI. The use of CGI allowed for intricate and detailed battle sequences that would have been impossible to create using traditional filming technique The attention to detail in *Avatar* extends to the Na'vi themselves, who are fully realized and fleshed out characters. The Na'vi are natives to the moon of Pandora, and are a peace-loving race that has a deep connection with their environment. The Na'vi are tall, strong and agile, and they are capable of riding the giant, dragon-like creatures known as the Banshees. Their culture is shown in great detail, with their language, customs, and rituals all contributing to the overall worldbuilding. The movie uses this culture to create a sense of connection between the viewer and the Na'vi, making them more than just alien creatures but relatable characters with their own struggles and desires. The movie also conveys the power of technology and its potential to be both a positive and negative influence. On the one hand, the humans' use of advanced technological tools, such as their mech suits and sophisticated weaponry has enabled them to invade and ravage Pandora. On the other hand, the same technology has allowed them to make contact with the Na'vi and to uncover the planet's secrets. *Avatar* has been praised for its beautiful visuals and its powerful themes, which remain relevant to this day. Through its powerful imagery and symbolism, it conveys messages about humanity's relationship with nature, the power of technology and the importance of finding a balance between them. One of the most important aspects of both films is the photorealism achieved with CGI. In *Avatar*, The CGI created a lush, beautiful world with spectacular flora and fauna, as well as incredible geological features, such as floating islands and enormous mountains. In *The Matrix*, the CGI created a futuristic, cyberpunk world populated by a myriad of machines, technology and architecture, as well as incredible special effects. Another impressive aspect of the CGI in both films is the use of lighting and shadows to create a believable environment. In *Avatar*, the CGI created a photorealistic world with stunning lighting and shadows, creating an immersive atmosphere. In *The Matrix*, CGI was used to create a dark and gritty atmosphere, with realistic lighting and shadows that further enhanced the cyberpunk aesthetic. The CGI in both films were also used to create believable characters and creatures. In *Avatar*, the CGI was used to create a wide variety of creatures, from the friendly Na'vi to the dangerous predators. The level of detail achieved in the CGI was impressive, and the creatures were believable and lifelike. In *The Matrix*, CGI was used to create a variety of digital characters, as well as the machines and robots. The characters were realistic and believable, and their movements were fluid and natural. Hindu mythology has been referenced in both "*Avatar*" and "*The Matrix*". In "*Avatar*", the concept of the "Tree of Souls" is similar to the Hindu concept of the "World Tree", which represents the connection between all living things. Additionally, the Na'vi language features a number of words borrowed from Hindi and other Indian languages. In "*The Matrix*", there are several references to Hindu mythology, including the character of kali, who is named after the Hindu goddess of destruction. The film also features a scene in which Neo is offered a choice between two pills, which some have interpreted as a reference to the Hindu concept of maya, or illusion. Both films depict a struggle between a higher power and a more materialistic, worldly perspective. In *Avatar*, the Na'vi fight against the humans attempt to exploit the planet's resources, while in *The Matrix*, the fight is against the machines and the false reality they have created.

In today's fast-paced world, the entertainment industry continually strives to attract audiences with new and innovative ways. The use of CGI has revolutionized sci-fi movies and transformed the way filmmakers approach visual storytelling. Both *Avatar* and *The Matrix* are well known examples of movies that made great use of CGI to create incredible worlds and characters. They have revolutionized science fiction films with their large-scale marketing campaigns and huge box office performances. They have changed the landscape for independent cinema features, as well as for large-scale CGI blockbusters. These movies have appealed to both audiences and critics alike, with their innovative use of special effects and thrilling stories. They have also become cultural phenomena, with their themes and visuals being adapted for television and comics. Both movies explore the concept of virtual

reality, and feature advanced visual effects. CGI was integral for creating world building, special effects, and visual landscapes that could only be imagined before. CGI driven movies have allowed filmmakers to create more realistic and immersive worlds than ever before, and have allowed for the depiction of events and scenarios that would have been impossible to recreate without the use of computer-generated imagery. They have also allowed for the recreation of historical events, allowing the audience to experience them in a way that would not have been possible before. Additionally, CGI driven movies have allowed for the creation of new and exciting stories, which have become increasingly popular in recent years. Many CGI blockbuster sci-fi movies explore themes and ideas that are common in science fiction, such as the consequences of technological advancement, the search for identity, and the nature of reality. They often use futuristic or alternate worlds to explore these themes, creating a sense of otherworldliness and escapism for viewers. The success of these CGI blockbusters lies not only in their breathtaking visuals but also in their ability to engage and captivate audiences at every turn. From complex storylines to unforgettable characters, each franchise offer something unique that keeps audiences coming back for more. CGI blockbuster sci-fi movies have historically been among the highest-grossing films of all time. This is due in part to their widespread appeal, as they often appeal to a broad audience that includes science fiction fans, action movie enthusiasts, and casual moviegoers alike. These films have massive marketing campaigns and are released in multiple languages and countries, further contributing to their commercial success. In terms of messaging, CGI blockbusters often convey themes of heroism, adventure and overcoming adversity. They typically feature a protagonist who is faced with insurmountable odds and must find the strength to triumph over evil. These movies inspire audiences to believe in themselves and their own abilities, as well as to root for the underdog and stand up against injustice. One of the key ways in which CGI blockbusters stand apart from other independent movies is through their massive budgets and high production values. These movies have the resources to hire A-list actors, create intricate sets and costumes, and employ cutting edge technology to bring their vision to life. Additionally, they have the backing of major studios and marketing campaigns that can generate buzz and attract a wider audience. Big franchise CGI movies have a built-in fan base that drives audiences to the theatres. Fans of the franchise are excited to see the latest installment and continue on the journey with their favourite characters. This is a powerful marketing tool for studios, as they can rely on the fan base to generate buzz and excitement for the film, leading to increased ticket sales. Marketing strategies for these films often involve in creating hype and anticipation through posters, and social media campaigns. Trailers are carefully crafted to showcase the stunning visuals and exciting action, while also teasing the story and characters. Posters are designed to catch the eye and generate the interest in film. They also often release tie-in merchandise, such as toys and video games, to further engage fans. Social media campaigns involve interacting with fans and building excitement for the release through contests & exclusive content. They also frequently hold fan events and conventions where fans can meet their favourite actors and get a behind-the-scenes look at the making of the films. Movies like *Star Wars*, *Harry Potter*, *The Terminator* and *Avengers* have created a huge fan following, with passionate and engaged fans that attend fan events and programmes, as well as purchase related merchandise. These fan events and programmes help to bring the worlds of these films to life, and to help generate interest and hype around sequels, remakes, and other related films. These fan events and programmes often serve as a way for filmmakers to test out ideas and concepts for new films, allowing them to gauge fan reactions before committing to a project. This helps filmmakers to make more informed decisions about which films to pursue and which to scrap, and can even help to inform the direction of the film itself. These films have become a major part of pop culture, providing audiences with an escape from reality and a chance to experience something truly unique. They have introduced new storytelling techniques and tropes, such as the "chosen one" narrative and the hero's journey that have become staples of modern cinema. Another way these franchises stand apart from other forms of cinema is their ability to create engaging and immersive worlds that audiences can't help but get lost in. From the sprawling landscapes of Middle Earth in "*The Lord of the Rings*" to the futuristic landscapes in "*Blade Runner*", these films transport audiences to other worlds and allow them to experience things they could never experience in real life. In terms of drawing audiences to theatres, these franchises often rely on a combination of nostalgia, spectacle and star power. Many of these films are based on popular books or comics, which already have a built-in fanbase. They also feature big-name actors and directors which can generate a lot of buzz and excitement around a new release. However, this focus on spectacle and commercial success can sometimes come at the expense of nuanced storytelling and character development. Independent movies, on the other hand, often prioritize these elements, telling more personal and emotionally resonant stories that may not have the same mass appeal as a big-budget blockbuster. In terms of commercial success, big franchise CGI movies tend to perform well financially due to their built-in fanbases and marketing strategies. Independent filmmakers, on the other hand, may struggle to make a profit due to the lack of resources and marketing opportunities. CGI driven films can draw audiences away from smaller, independent films that may not have the same level of spectacle or star power. This can make it harder for independent filmmakers to get their films seen and distributed. Some people argue that CGI driven spectacle movies can be a problem for both

blockbuster franchises and independent cinema alike. While CGI has certainly revolutionized the film industry's visual effects, it is not a substitute for storytelling. A film's success depends on a combination of factors, including its script, direction, acting, and visual effects. CGI can enhance a film's visual appeal, but it cannot make up for poor storytelling. People have argued that studios are more interested in creating franchises that can generate big profits than in producing quality films with compelling stories. The dominance of franchise films at the box office has had an impact on the success of low-budget indie films and art films. Franchise films tend to have massive marketing campaigns and wide releases, which can make it difficult for smaller films to compete. As a result, indie films and art films often struggle to find an audience and generate box office returns. Ultimately both type of movies have their own unique strengths and can offer audiences a variety of compelling and memorable cinematic experiences. Big budget blockbusters typically have high production costs, so the profits they generate are distributed among the various stakeholders involved in the film's production. The most significant profits typically go to the producers, writers, and directors of the film. The money is then used to fund future projects, such as sequels and other films. The profits earned by big budget blockbusters can also have an impact on the overall economy outside the film world. The success of these films can boost employment in the film industry and related industries, as well as generate income for the local economy. CGI blockbuster franchises can also generate revenue for a variety of businesses. This includes movie theaters, which can earn profit from ticket sales, as well as restaurants, bars and other businesses that benefit from increased foot traffic around movie theaters. Additionally, these films often generate considerable publicity, which can help to draw in tourists and stimulate the local economy. Popular film franchises can create significant interest in the locations they were filmed and can inspire fans to visit those locations to see where their favourite scenes were shot. For example, the success of *The Lord of the Rings* films in New Zealand led to a boost in tourism to the country, with visitors eager to explore the landscapes and locations featured in the films. In terms of revenue distribution, the success of CGI blockbuster franchises often results in significant windfall for the studios and the production companies that create them. However, the benefits of these films are also distributed to a wide range of other industries including theatres, retailers, and even online platforms like streaming services. CGI blockbuster franchises have definitely had an impact on other forms of media, such as television and video games. Many popular franchises have been adapted to TV shows or video games, allowing fans to experience the worlds and characters in new and exciting ways. For example, the "*Star Wars*" franchise has spawned numerous TV shows and video games, including the popular "*Star Wars Battlefront*" series. These adaptations allow fans to engage with their favourite franchises in new and exciting ways, and can help keep interest in the franchise alive between movie releases. CGI heavy franchises have had a significant impact on the merchandising industry. Merchandising of mugs, T-shirts, and other accessories related to films is a great way for film studios to generate revenue from the film. By creating products related to the film, the studio is able to capitalize on the film's popularity and generate additional revenue. Additionally, by collaborating with other brands, the studio can gain additional exposure and create exclusive merchandise that will generate additional interest in the film. The merchandise is typically marketed to fans of all ages, from children to adults, and often includes limited-edition items and exclusives that are only available at certain events or locations. The merchandise is often priced at a premium, and fans are willing to pay for the opportunity to own a piece of their favourite franchise. Some film studios also create limited edition merchandise, such as signed scripts, movie posters, and other collectibles. Product placements are also beneficial for film studios, as they provide a way for the studio to increase the visibility of their films and products. By incorporating references to specific brands and products within the film, the studio can create an additional level of engagement with the audience and generate more interest in the film. Creating die-hard fans of a franchise is essential for the success of a film studio, as they are the ones who will continue to support the studio's work and spread the word about their films. To create die-hard fans, film studios often offer promotional items, limited edition merchandise, and special screenings for fans of the franchise. Many fan events and programmes are conducted to create dedicated and loyal fanbases of huge franchises, like the San Diego Comic-Con, one of the largest fan events in the world, which attracts over 1,30,000 attendees every year. The event features panels, screenings and exhibits related to comics, movies, TV shows, and video games. Star Wars: Secrets of the Empire is a highly immersive and exciting virtual reality experience that takes users on a fully immersive journey through the Star Wars universe. The experience is designed to be used with a VR headset and a set of hand controllers to allow users to interact with the environment and objects within the experience. The experience features iconic Star Wars characters such as Darth Vader and Stormtroopers, as well as a variety of new creatures and environments created specifically for the experience. Users will also have the opportunity to use a variety of Star Wars-inspired weapons and gadgets, such as blasters and grappling hooks. This experience is designed to be immersive and engaging, allowing players to feel like they are really part of the story. Another example is The Wizarding World of *Harry Potter*, a theme park located at Universal Studios. The park features rides and attractions based on the *Harry Potter* franchise, including a Hogwarts Castle replica and a recreation of Diagon Alley. One of the most popular attractions in the Wizarding World is Harry Potter and the

Forbidden Journey, a 3D ride that takes visitors on a journey through Hogwarts school of Witchcraft and Wizardry. The ride uses state-of-the-art technology to simulate flight and other magical effects. Another popular attraction is Ollivander's Wand Shop, where visitors can watch a show in which one lucky guest is chosen by a wand and use it to cast spells at interactive locations throughout the park. The Wizarding World also offers various themed dining experiences, such as the Three Broomsticks and the Leaky Cauldron, where visitors can enjoy traditional British fare and magical drinks like Butterbeer. In conclusion, the success of CGI blockbuster franchises is due to their ability to build a dedicated fanbase that is willing to spend merchandise and attend fan events. The franchises leverage their popularity to create revenue through various means, including licensing deals and merchandising, and continue to expand their fanbase through innovative and immersive fan experiences. As technological advancements continue to progress exponentially, one cannot help but feel excited about what new possibilities await us in future films. Indeed, we are witnessing a revolution not only in filmmaking but also in human creativity itself-an evolution towards boundless possibility and limitless potential- a transformational journey that ignites our imaginations and inspires us all to dream bigger than ever before.

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