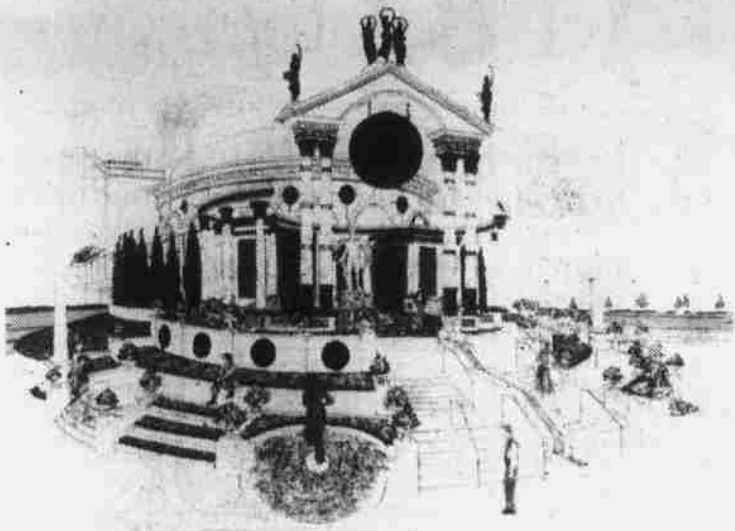


# Caesars Palace Unveils New Roman Wonderland



Caesars Palace opened its newest visitor attraction recently -- a spectacular Roman wonderland at the entrance to the resort's north people mover.

Titled "The World of Caesar," the rotunda structure houses a Disney-type ride through a miniature city of Rome as it might have existed 2,000 years ago. Included are carefully crafted small-scale buildings set among the "hills" of the Eternal City. State-of-the-art laser-powered sound and audio, fiber optics, simulated holography (three dimensional video projection) and other special effects combine to recreate the feeling of guests approaching a celebration at a mighty emperor's palace.

Asked why Caesars has added this new attraction to its north casino Henry Gluck, chairman of the Board for Caesars World, Inc. said, "This is really what we're all about, creating a world of glory and grandeur in the style of a mighty Roman emperor. The exhibit introduces this idea to visitors before they arrive and prepares them

for what they'll see and experience in the hotel/casino area."

Guests enter "The World of Caesar" via its Roman Gardens, a tiered courtyard of manicured shrubbery, fountains and statuary. At the top tier is a portico, with a marble and granite circular floorway surrounded by a colonnade. At the portico's center stands a marble statue of Apollo, the Greek and Roman god of sunlight, prophecy, music and truth. Carved from the same quarries that Michelangelo is believed to have used, the statue is surrounded by fountains and bathed in golden light.

Next comes the people mover entrance itself, with ornate brass doors guarded by a costumed centurion who welcomes guests, answers questions and assists, if needed, as they enter the moving walkway.

Once on board, guests will pass by famous "landmarks" like Rome's Colosseum, the Forum, and the Palatine Hill. They experience the sights and sounds of a Roman bacchanalia with lively revellers projected by simulated hologram inside one of the miniature buildings. Finally, visitors see a three-dimensional hologram of a costumed "Caesar" and "Cleopatra" who appear to speak and move within a vault of their royal treasury. As guests exit the diorama, they continue to ride on the people mover, overlooking the Caesars Palace gardens and the spectacular Las Vegas Strip, until they reach the resort's Olympic (north) Casino.

Designed and built by Landmark Entertainment Group of Hollywood, Calif., "The World of Caesar" project took 18 months to complete at a cost of \$2.5 million.

Landmark has also created such attractions as the \$6.5 million King Kong and the \$4.5 million

Adventures of Conan exhibits for the famous Universal Studios tour, The Baltimore Power Plant (an indoor theme park on the city's waterfront) and the restoration of a six-deck 135,000-square-foot Mississippi riverboat, "The S.S. Admiral."

At Caesars Palace, public access to "The World of Caesar" is free of charge to pedestrians on the Las Vegas Strip.

## Health Minister Treats Tummy Ache With TLC



Jerusalem... Shoshana Arbeli-Almoslino, Israel's new Minister of Health, tries a healthy dose of tender, loving care on four-year-old Tal Barashi whose father, David, brought him to the Emergency Department of the Hadassah-Hebrew University Medical Center here complaining of stomach pains. Israel's top health official was touring the Medical Center after assuming her new office in the rotation of the nation's coalition government.

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4810 E. TROPICANA AT HELLIS LAS VEGAS OPEN 24 HOURS	232 N. JONES AT FREMONT LAS VEGAS OPEN 24 HOURS	2021 CIVIC CTR. NEAR LAKE MEAD LAS VEGAS OPEN 24 HOURS	8115 W. TROPICANA AT JONES LAS VEGAS OPEN 24 HOURS	
350 N. HELLIS AT STEWART LAS VEGAS OPEN 24 HOURS	850 S. RANCHO AT CHARLESTON LAS VEGAS OPEN 24 HOURS	3750 FLAMINGO AT SANDHILL LAS VEGAS OPEN 24 HOURS	1841 N. DECATUR AT LAKE MEAD LAS VEGAS OPEN 24 HOURS	

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