The 5th Dimension Story
VR Simulators – VR Healing – Projection Mapping & Scenery
By Steve Walker 4/3/2018

I hope after reading this, you’ll know more about me, my mission, and my dedication to become the best in the world of Virtual Reality products and equipment. You’ll get a glance of what inspired me to get into this industry, and where we’re headed.

I’m an entrepreneur at heart! I’m a college dropout, that started my first business at the age of 22. I started many businesses, both successes and failures. These experiences helped me build some successful companies, with ProGreen as the most successful company, which I started in 1987 and sold in 2012. ProGreen, a synthetic turf company, was built through personal relationships with dealers from my worldwide dealer network. The secret was treating my dealers like they were family. I went the extra mile to ensure they would be successful, and in-turn, made me successful!

When I was 12, I'll never forget my trip to Disneyland, and in particular, the Circle-Vision 360° experience in Tomorrowland! I remember the name of the show was, “America the Beautiful,” and was filmed from an airplane from all angles so it felt like you were actually inside the airplane as it banked and rolled through the Grand Canyon and many other scenic places!

This Experience Became the Impetus For Me Starting “The 5th Dimension”, 40-Years Later!
Way beyond it’s time…The crowd gathered inside the round theater, Circle-Vision 360°, holding onto a handrail to watch a full 360° screen of video. I first thought it was lame to have a handrail to hold onto, but after the movie started, if you didn’t hold on, you would fall! It was a breathtaking experience that I’ll NEVER FORGET!! This indelible experience stuck with me so much, that in 2015 I started my due diligence to duplicate a similar experience, by opening, “The 5th Dimension, 40-years later!”


Film presentation showing scenes from around the United States and later China. Guests stood in a large circular room and watched a film projected on nine large, contiguous screens that surrounded them. During its run, the attraction was hosted by American Motors, Bell System, AT&T Corporation, Pacific Southwest Airlines, and Delta Air Lines. In 1998, the theater became the queue for the short-lived Rocket Rods attraction. The building now houses Buzz Lightyear Astro Blasters. Shows were:

- 1955–1959, "A Tour of the West"  
- 1960–1984, "America the Beautiful"  
- 1984–1989, "All Because Man Wanted to Fly" (lobby pre-show)  
- 1996–1997, "America the Beautiful"

After Selling ProGreen in 2012, I took a few years off to decide what I was going to do when I grew up?

And then…it Came To Me! Something I Was Deeply Passionate About! To Recreate the Incredible Feeling I Had at Disneyland in 1970, “Circle-Vision 360.”

And what better way to recreate this incredible feeling, than Virtual Reality! Not just your everyday Oculus Rift, VR experience…but VR with motion! This is when I started investigating VR Motion Simulators.

The 5th Dimension is Born!
I used my previous skills to get *The 5th Dimension* up and going quick. I'm pretty good at most things, but I'm best with spreadsheets, planning, graphics, marketing, and branding. I created a professional looking logo, and secured the website domain, “the5thdimension.com.” I paid a trademark attorney to apply for a registered trademark…all very important to creating a brand.

As I spent months diligently researching how to create the best VR experience, using motion simulators, I found several manufacturers from all around the world. Asia, Italy, Nederland, and even some in the US. The prices ranged from suspiciously cheap, to jaw dropping expensive! Not too much in-between!

I wanted to know why there was such big discrepancies in prices? My mission took me too many tradeshows around the county, and visits outside the country. **I discovered there was a niche that needed to be filled!** A **VR Ride Simulator, with professional graphics, reliable, and yet reasonably priced.**

If I could develop such a machine, it could open opportunities to business seekers to start a profitable ground-floor, business opportunity, similar to what I offered my ProGreen dealers. And what better business to be in than making people happy, through exciting experiences with VR and Motion!

*After spending over a year visiting and talking with manufacturers, I bought my first VR Ride Simulator. I ended up buying a reasonable priced machine from China, through Alibaba.com, thinking I would retrofit it to my liking. It was a 6-Seat, 9D VR, Simulator Ride. Yes, 9D, which I know now, is a joke! 9D is really just a marketing campaign to make it sound like it’s more than it is.*

**Big problems occurred before it reached me!** The shipping crate was so cheaply built, it fell apart once it came of the ocean freighter.

I finally got to my place and set it up in my garage. It took like what seemed forever to get it to even work for a first ride! The user manual was nothing more than a stack of about 15 pages of badly formatted instructions; it made little sense, and was obviously outdated. Oh yeah, and the pages weren’t even stapled! Lol! Wires were joined with tape, and there was acid spillage on one the computers.

**The VR graphics were bad, which I knew before I bought the machine**, but my plan was to incorporate 3rd party VR Ride movies into the machine, and then program the movement of the platform to match the ride movies.

Once I got it going, I gave many of my friends and family rides to get their feedback. **Many of them got so dizzy and sick, that I knew I could never sell something like this as is.** Additionally, I couldn’t get all 6 VR headsets to work at the same time! **After over a year of never ending tech support, I finally got it to work!**
Was This All a Waste of Time? NO!!! I Learned a Wealth of Information from this Lemon!!

There’s always a silver-lining to everything you perceive to be bad, and this experience was no exception. I learned so much from this machine, and learned what I would do differently if I could design my own VR Motion Simulator.

Now armed with more information, I headed to Asia, to visit many manufactures. What I found is that many of these so-called manufactures that you find on Alibaba, are really just brokers. And most of the real manufacturers were sub-standard at best. I remember seeing a guy welding a frame without any eye protection! It’s no wonder this industry hasn’t caught on in the US yet, most of these machines are downright AWFUL!

Here’s some pictures I snapped while at one of the manufacturing plants in China. Think twice if you’re thinking of buying from China! BUYER BEWARE!

WOW, THAT WAS A BAD EXPERIENCE!!

I finally found a manufacture that was organized and professional, but they still lacked quality lift actuators, and professional VR graphics. BUT I CHANGED ALL THIS.

Enter The 5th Dimension’s, First-Generation, VR Ride Simulators!

Our first generation VR Ride Simulators were custom ordered, with key components purposely missing, so that I could retrofit with higher quality components. Under my supervision, I hired a team in China to custom retrofit the VR Ride Simulators to my specifications, and our first shipment was sent out!
Registered Trademark, is Granted for The 5th Dimension!

2017 started out with a Bang! First, we finally go approved for a Registered Trademark, for “The 5th Dimension!” I know what you’re thinking! No we didn’t infringe on the band from the 60’s, “The 5th Dimension,” as we are in completely different fields of business. “This is the dawning of the age of Aquarius!” Hahaha!

Here’s a drawing of my first concept of The 5th Dimension Logo

And here’s the finished logo that I created
The 5th Dimension Products:

Get in on the Virtual Reality craze, with our most popular VR, 5D Thrill Ride! Phantom VR3™ has a small footprint, with big profits! Experience breathtaking, 360° rotation, with up-and-down motion, combined with virtual reality, interactive simulation, powerful film and game, to create a supremely immersive experience that overloads your senses. Our 5D, VR Thrill Rides are not only a remarkable innovation that shatters the traditional way of entertainment, but also a profitable venture that yields big returns.

Product Features:

- Free 360° Vision
- Interactive Cabin with Shooting Trigger
- 5D Movies
- Head Tracking Target
- 360° rotating platform
- Vertical Lift
- Tilt
- Amazing Virtual Reality Experiences

Edgar VR6 is our largest VR Simulator, and is the best value in a busy mall or venue. Ticket revenue adds up quickly with our large 6-seat simulator! Make up to $60 per ride on a 6 to 7 minute VR Movie.

Experience breathtaking, up-and-down motion and tilt, combined with virtual reality, interactive simulation, and powerful film and game, to create a supremely immersive experience that overloads your senses. Our 5D, VR Thrill Rides in not only a remarkable innovation that shatters the traditional way of entertainment, but also a profitable venture that yields big returns.
Get in on the Virtual Reality craze, with our most economical VR, 5D Thrill Ride! Our Testa VR2™ has a small footprint, with big profits! Experience breathtaking, up-and-down motion and tilt, combined with virtual reality, interactive simulation, and powerful film and game, to create a supremely immersive experience that overloads your senses. Our 5D, VR Thrill Rides in not only a remarkable innovation that shatters the traditional way of entertainment, but also a profitable venture that yields big returns.

**Product Features:**

- Free 360° Vision
- Interactive Cabin with Shooting Trigger
- 5D Movies
- Head Tracking Target
- Tilt
- Amazing Virtual Reality Experiences

YOUR OWN BUSINESS ON WHEELS!

If you’ve ever dreamed of owning your business, but couldn’t push yourself to leaving your full time job, now you can! Start part time on the weekends, and progress into a fulltime career! **Say goodbye to your 9–5 job forever!**

There’s no better time to own the **VR Ride, Mobile Trailer**, than now...at the ground floor of the incredible VR-tainment industry!
Customers experience something they’ve never seen or felt before! Charge $10 per ride at a flea market, festival or fair. Or, leave the trailer at a graduation party for $1,500. It doesn’t take long to recoup your investment with the VR Ride, Mobile Trailer from *The 5th Dimension*!

First Virtual Reality Ride Simulator Experience in Colorado

The first and only VR Simulator Ride in Colorado! We opened with our *Phantom VR3*, at *Colorado Mills Mall*, in Lakewood, CO, March 2017.
The 5th Dimension Announces its Second-Generation, VR, 5D Ride Simulators

We’re excited to announce that our Second-Generation of Ride Simulators are here! The biggest changes upgrading to HTC Vive, VR Headsets, with all our Ride Simulators! This means better VR graphics and less latency! We also added new 5D, VR movies.
End of This Story…For Now!

This might be the end of this story, but it’s the beginning of a new story! I hope you follow what’s happening with The 5th Dimension as it grows and evolves.

I look forward to helping anyone that wants to get in on the ground floor opportunity of Virtual Reality! Thanks again to everyone that helped me get to the position I’m in today, and thanks for reading my story!

If you’d like to read the trials and tribulations of how I got started as an entrepreneur, and read about all the businesses I started, you’re welcome to read, “How “The 5th Dimension” Was Born, From College Dropout to Successful Entrepreneur,” found on our website.

Kind regards!

Steve Walker, President

www.the5thdimension.com

https://www.facebook.com/vr5thdimension