

## RISE FAQ

1. The RISE apparatus has been machine manufactured and is made to be user friendly:
  - Thin & comfortable, low-profile design
  - Lightweight, under 4oz
  - Collapses to be streamline
  - Release mechanism is under the performer's control
  - Apparatus holds can securely until needed
2. Pants/shoes do not need to be altered, suggestions on pants/shoes are discussed in the instructional download from Murphy's Magic.
3. RISE has been performed on tv and regularly in real world situations. The testing for RISE was completed on the streets of Las Vegas over three years. It is not just a "TV effect", but looks just as good, if not better, live.
4. Angles. RISE can be viewed from the front and sides, just not the extreme sides or behind like many magic effects. It is very workable for small groups of people.
5. Performer's shoes and hands can be shown clean after effect.
6. Minimal assembly required. Apparatus comes ready to use.
7. A sealed beverage/can is produced, which can be immediately handed to spectator. They may open and drink it if they wish, completely examinable.
8. RISE is designed for a particular size of can, it is not limited to Red Bull. This size of can was found to be the most efficient and practical for the effect. It is possible other designs of cans/bottles could work. Highly-carbonated beverages are not recommended.
9. The RISE instructional video is very thorough and goes through all aspects of the effect, so the performer gets the best effect.
10. Other miscellaneous objects to stomp down on could be incorporated in place of the crushed can, such as; coins, aluminum foil, bottle cap, etc.... This would still create a visual transition to the can.

(cont'd)

11. The included signed version allows the spectator to select one of three color markers. Performer then writes his initials on the crushed can with the selected color marker. Can is restored as seen in video, then is immediately given to spectator to show performer's initials in the selected color.