

The Super Bowl ad for the new Universal Studios ride has made its way online. Universal Studios YouTube page put the commercial out ahead of the television debut. The tag for the ride: Prepare for the Greatest Battle You'll Ever Ride! The thrill ride will tell a new "TRANSFORMERS" story using original, photo-realistic 3D-HD media, sophisticated special effects masterminded by Industrial Light & Magic, and one of the most elaborate roaming flight simulator ride systems ever created. Fusing high-tech elements with an epic new "TRANSFORMERS" tale, "Transformers: The Ride--3D" will be Universal Studios Hollywood's most ambitious ride ever created and will set a new standard in the world of theme park attractions, stretching the medium's potential as an immersive and powerful storytelling vehicle. In the "TRANSFORMERS" movies, Earth's humans are caught in the middle of an intergalactic war between alien robots, the heroic AUTOBOTS and the evil DECEPTICONS, that physically convert from common mechanical devices,

Read more: [http://www.comicbookmovie.com/fansites/Thorverine/news/?a=54130&t=TRANSFORMERS THE RIDE 3D Super Bowl Commercial](http://www.comicbookmovie.com/fansites/Thorverine/news/?a=54130&t=TRANSFORMERS%20THE%20RIDE%203D%20Super%20Bowl%20Commercial)