

iVanish by Ben Seidman - DVD

What makes a trick an instant classic of magic?

It takes several components. First, you must have an incredible method that fools everyone. Second, you need an emotional hook that insures that your audience cares about watching your performance. But the one thing that really makes a trick a classic is that it gets an incredible reaction...guaranteed.

iVanish meets and exceeds all three components.

First let's talk about the methods. There are three methods included in **iVanish** and each method is totally different from the others. In fact the solutions are so different that each method absolutely cancels out the other two! This is great for repeat performances.

Each method is incredibly clean. Your hands are completely empty immediately after each vanish. All three methods are done standing. Of course you can use **iVanish** while seated but there is no lapping. Each vanish actually looks like trick photography!

One of the best features of **iVanish** is that all three methods are really easy to perform, in fact anybody can do it! I know many magicians are afraid of visual coin magic but **iVanish** does not require years of knuckle busting practice. You'll be up to speed in no time at all!

Second, what's the emotional hook that **iVanish** creates that will guarantee you're audience will be riveted to your performance. It's simple. When we're all kids we've had it drilled into our heads to never, ever put anything into your eye. Using the **iVanish** techniques you'll be able to rub or shove a coin directly into your eye! People are forced to watch. Some squirm, some will wince, many will cringe but they'll all watch. It's like a car wreck. Everybody slows down to see what's going on. **iVanish** is part geek, part magic but 100% a showstopper. They simply have to watch. It's human nature.

Third, is the reaction. **iVanish** isn't standing ovation type material. It's "Oh, my God" material. People absolutely freak.

iVanish can be applied to many routines as a great solution or addition. For

instance, it's a tremendous solution to the last coin in a 3 Fly routine. It can be used to great effect in any one coin routine such as Slydini's or Gary Kurtz's Flurious. The applications are almost endless.

The **iVanish** DVD contains a live show that combines **iVanish** with an idea from the legendary Mac King that destroys the audience. The reaction is through the roof. The routine is logical, amazing and disgusting...it's wonderful.

Now we'd like to introduce you to the creator of **iVanish**, Ben Seidman. Ben has been in the Las Vegas underground for the last few years. He recently graduated from UNLV with a degree in Theater. Ben is a tremendous magician that oozes talent and when he's not busy creating miracles for us he's working full time as a magic consultant for Criss Angel's Mindfreak show. **iVanish** is his first release to the magic community but he's got a lot of other cutting edge magic in his brain. You'll be hearing a lot about him very soon.

Here are some answers to some common questions.

Q: Can **iVanish** be performed with dollar?

A: Yes, **iVanish** can be done with quarters, half dollars or dollar sized coins.

Q: Can **iVanish** be done with objects other than coins?

A: Yes, but there are limitations. We can't give too many details without spilling the all of the beans but you have to take size, weight and shape into consideration. For instance you could do it with a poker chip. A shard of broken glass may not be a good object...

Q: Can I perform **iVanish** with a borrowed coin?

A: Yes. Ben goes into extreme detail on the subject

Q: Is **iVanish** angle proof?

A: Yes and No. Each method has it's own strengths and weaknesses. For instance Ben's original method isn't angle proof for 360 degrees but it's very practical for the real world. 90% of the time Ben uses the original **iVanish** technique. However the second technique is called iBlind. As stunning as **iVanish** is and it really is stunning iBlind takes it up a notch. However the price you have to pay is it's not quite as practical. iDitch is 100% angle proof and is stunning too.

Q: I'm new to magic. Do I need other reference materials to learn what's taught on the **iVanish** DVD?

A: No, everything you need to know is explained in minute detail. Nothing is left out. The DVD was shot in the HD studio at Bob Kohler Magic.

Q: Can I purchase the **iVanish** DVD and perform it on my TV special?

A: No, the television performing rights are strictly reserved. Contact Bob Kohler Magic.

Contents:

- Introduction
- i Vanish
- i Blind
- i Ditch
- i Cream Show
- Full Explanations

Running Time Approximately 33 minutes

Featured on TV on the hit show MAGIC OUTLAWS on the Travel Channel.