

# Put your fans right in the action with immersive experiences



Augmented reality (AR) is delivering immersive experiences and new ways of interacting with famous personalities. By simulating close encounters with athletes, musicians, or film personalities, augmented reality can help draw more fans to venues, stadiums, and theme parks.

## Excite fans with more immersive experiences

Sports and music fans will jump at the chance to virtually meet and greet their idols. Personalized experiences and special encounters create memories that help fans feel more connected. AT&T Business offers new opportunities to engage with teams, organizations, and performers fans love. Using the latest generation of AR technology, AT&T blends the physical and virtual worlds to place fans beside their heroes.

These exciting capabilities are already on display at AT&T Stadium, home of the Dallas Cowboys. An immersive display experience called 'Pose with the Pros' allows fans the opportunity to digitally jump into a photo with their favorite Cowboys players. By using a large touch-

Immersive displays give venues an immersive, photorealistic experience allowing fans to connect with their favorite team, performers, or characters.

Pose with the Pros delivers unique features:

- Interactive
- Immersive
- Augmented reality
- Photorealistic
- Shareable

screen display, fans choose which Cowboys players they want to include in a digitally-enhanced selfie. The full-length monitor acts like an augmented-reality mirror, so fans can watch themselves get ready for their photo. The AR interface directs fans to stand in the ideal spot, then overlays players around the individual or small group to pose for a photo. Fans then enter an email address or mobile number to get a link to a custom website where they can retrieve and share their image to social channels.

### Get fans off the couch and into venues

Immersive displays deliver a unique souvenir available only at the venue. These types of attractions give venue managers new tools to attract crowds looking for experiences they can't get from the comfort of their homes. Fans find the immersive aspect of AR deeply satisfying because it blends their physical environment with branded content and celebrities. Immersive displays can be tailored to your business needs – from sports to entertainers and everything in between.

Imagine AR-equipped kiosks at major theme parks where children and families can pose in near-real time with simulated versions of their favorite film characters. Or at concerts where fans can mingle with rock stars and pop icons. The core technology can support a range of fan experiences.

Offering fans these exciting new technologies can help mobilize sophisticated consumers that want a better way of engaging the brands they love. According to the "Immersive Design Industry Annual Report," more than 700 new or updated immersive experiences

were recorded in North America last year.<sup>1</sup> An estimated 100 million users interacted with a variety of AR-enabled technology.<sup>2</sup> Trends like these are likely to accelerate, and venues and parks that invest in AR-enhanced attractions will be able to supply the demand.

### AT&T delivers reliable immersive environments

Many technologies combine to support Pose with the Pros at AT&T Stadium. AT&T Business can install and manage the complex infrastructure needed to deliver these tested, proven, and scalable attractions.

Consider the technologies behind Pose with the Pros:

- Touch screen display kiosk with an integrated camera, sensor, and gaming NUC
- Design and development software
- UX design and film production
- Central processing unit (CPU) to edge compute or graphic processing unit (GPU)
- 5G, LTE, Wi-Fi, or hard-wired

All these capabilities must work together to generate AR encounters. AT&T Business has extensive experience designing and installing the rich Edge-to-Edge<sup>SM</sup> network environments needed to power AR. And we support integrated systems with a single, highly secure network featuring nationwide service and redundancies. Take advantage of our progressive and ever-improving network to drive innovation for your business.

#### Why AT&T

**AT&T delivers highly secure networking solutions for businesses of all sizes. We offer custom solutions in Internet and networking services, cybersecurity, Internet of Things, cloud solutions, mobility, voice and collaboration, and DIRECTV for Business. We also provide expert consulting and support to meet your needs.**

**For more information, contact an AT&T representative.**

<sup>1</sup> <http://www.hotelnewsnow.com/Articles/298067/Immersive-entertainment-a-new-opportunity-for-hotels>

<sup>2</sup> <https://mobidev.biz/blog/augmented-reality-future-trends-2018-2020>

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