



## **YDreams' Technology Drives First Interactive Gaming Cinema Ad Campaign in Theaters across the U.S.A.**

**Audience Entertainment – co-owned by YDreams – and NCM Media Networks are bringing audiences' favorite brands to life on the big screen in select movie theaters across North-America this holiday season**

New York-based Audience Entertainment (AE), and NCM Media Networks – a leading integrated media company reaching U.S. consumers in movie theaters, online and through mobile technology –worked together with a top travel industry brand to create a new interactive cinema audience game. The game, powered by proprietary platforms that enhance human-computer interactions and create engaging and robust applications, will be used in a national cinema ad campaign across the United States.

Throughout December, in select theaters across the U.S., movie audiences will get taken on a wet and wild ride in a new cinema advertising campaign, offering the latest in interactive social gaming technology, where the audience shapes the outcome.

In the game, moviegoers are able to join a classic cartoon character in a 90-second interactive, big screen version of a wild water ride from the comfort of their movie theater seats. By moving their arms and acting together as a group, the audience creates a virtual "human joystick" to control the videogame action onscreen – zipping down the slide and retrieving objects along the way. The score will be posted at the end of the game, but no matter what the tally, the audience always wins by being among the first in the U.S. to experience the future of cinema advertising.

The new AudienceGame is being presented exclusively during NCM's **FirstLook** pre-feature program in select movie theaters in major markets including Atlanta, Boston, Chicago, Dallas, Denver, Houston, Knoxville, Los Angeles, Minneapolis, New York, Philadelphia, San Francisco and Washington, DC.

"We are always looking for ways to make **FirstLook** an even more exciting part of the movie theater experience, and being able to launch the first national AudienceGame is great fun because moviegoers can truly interact directly with a brand on the big screen, making it both the star and the entertainment," said Cliff Marks, NCM's president of sales and marketing. "Agencies and marketers are viewing AudienceGames as a good way to extend their integrated online and mobile marketing efforts. After all, playing a game with a theater full of people is about as social as media can get!"

This exciting new campaign features Audience Entertainment Group's first-ever use of the combination of live video and animated overlays in an AudienceGame.

To view the game, visit <http://audienceentertainment.com/splash.html>.

"Our ongoing relationship with NCM is the centerpiece of our company's strategy to create a distribution channel for its next generation interactive, social media group gaming platform," said Barry Grieff, CEO of Audience Entertainment Group. "This engaging entertainment company campaign is a new advertising approach, and one of many branded AudienceGames that we look forward to developing with NCM and its national advertising clients in the future."

While this is the first national Audience Games campaign in the United States, Audience Entertainment has been perfecting its new "group motion capture" and "augmented reality" software technology for the past several years at events across the globe, including games sponsored by mobile phone brand Orange at the *Festival Of Lights* in Lyon and at a charity concert in London's Royal Albert Hall:

[www.youtube.com/AudienceEntertain#p/u/6/U33BqjtRJ58](http://www.youtube.com/AudienceEntertain#p/u/6/U33BqjtRJ58)

[www.youtube.com/AudienceEntertain#p/u/5/xzcVcTjFj3Y](http://www.youtube.com/AudienceEntertain#p/u/5/xzcVcTjFj3Y)

The recent deal with NCM Media Networks has helped spearhead Audience Entertainment's strategic relationships around the world resulting in similar agreements with media distributors in Russia and Turkey, and more recently on-going negotiations in China and India.

### **About YDreams**

YDreams is a Lisbon, Portugal based leader and innovator in the commercial use of interactivity. By creatively combining technology, art and design, the company has conceived and introduced immersive experiences and innovative products that are revolutionizing the way we interact with information and content. YDreams works on interactive ambient architecture, display products and projects, and develops intellectual property and proprietary technology, all based on multi-media computing technologies.

Founded in 2000, the company operates globally from offices in Portugal, Spain, North America and Brazil. YDreams has worked with multinationals such as Adidas, Unilever, Diageo, Santander Bank, Vodafone and Nokia, and has been reported in international publications such as Business Week, Wired and The Economist.

In 2008, the company embarked on a joint venture with North American partners to co-found Audience Entertainment. Since 2010, YDreams' technology, developed in-house, has given rise to two spin-out companies – Yvisible and YVision.

For more information visit [www.ydreams.com](http://www.ydreams.com).

## **About Audience Entertainment**

Audience Entertainment is a privately held New York City-based media technology company that has deployed on-screen games in theaters, stadiums, concert halls, and other mass consumer settings. After events in over 40 cities in 9 countries on 4 continents involving hundreds of thousands of participants, in cooperation with world-class advertisers including MSNBC, Orange, and Volvo, AE has been building a permanent network of installations worldwide. The company, co-owned by its founding members and YDreams, is driving the new field of motion-based gaming and large crowd augmented reality with patents and key offices in Portugal, Spain, Brazil and the U.S.

For more information visit [www.audienceentertainment.com](http://www.audienceentertainment.com).

## **About National CineMedia (NCM)**

NCM operates NCM Media Networks, a leading integrated media company reaching U.S. consumers in movie theaters, online and through mobile technology. The NCM Cinema Network and NCM Fathom present cinema advertising and events across the nation's largest digital in-theater network, comprised of theaters owned by AMC Entertainment Inc., Cinemark Holdings, Inc. (NYSE: CNK), Regal Entertainment Group (NYSE: RGC) and other leading regional theater circuits. NCM's theater advertising network covers 175 Designated Market Areas® (49 of the top 50) and includes over 18,100 screens (16,800 digital). During 2010, over 690 million patrons attended movies shown in theaters in which NCM currently has exclusive, cinema advertising agreements in place. The NCM Fathom Events broadcast network is comprised of nearly 700 locations in 165 Designated Market Areas® (all of the top 50). The NCM Interactive Network offers 360-degree integrated marketing opportunities in combination with cinema, encompassing 42 entertainment-related websites, online widgets and mobile applications. National CineMedia, Inc. (NASDAQ: NCMI) owns a 48.7% interest in and is the managing member of National CineMedia LLC.

For more information, visit:

[www.nationalcinemedia.com](http://www.nationalcinemedia.com)

[www.ncm.com/cinema-network](http://www.ncm.com/cinema-network)

[www.ncm.com/content/pdf/National\\_CineMedia\\_Digital\\_Content\\_Network\\_DCN\\_Fact\\_Sheet.pdf](http://www.ncm.com/content/pdf/National_CineMedia_Digital_Content_Network_DCN_Fact_Sheet.pdf)

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