NIGHT ON BROADWAY - ALREADY THE FASTEST-GROWING MUSIC & ARTS FESTIVAL IN NORTH AMERICA - WILL BE ONE OF THE MOST HIGH-TECH PUBLIC STREET FESTS EVER

Augmented, virtual and mixed reality will add a gamified dimension, while tech-oriented performances, discussions and demonstrations are integrated throughout the arts & music festival featuring 10 stages, 6 historic theatres and 7 city blocks of music, art and activities

NIGHT ON BROADWAY
Saturday January 28, 2017
4pm - 11pm
Broadway, 3rd to Olympic
Downtown Los Angeles
www.NightOnBroadway.la
#NightOnBroadway

January 19, 2017 | Los Angeles - **Councilmember José Huizar's Bringing Back Broadway** initiative announced its **NIGHT ON BROADWAY** lineup of music and art talent earlier this month, but technology is set to steal the show at the massive 3rd annual festival taking place Saturday Jan. 28, 2016. The event is free, for all ages, and will take place rain or shine. Based on last year's attendance, more than 60,000 people are expected to attend.

In addition to **augmented reality experiences** built into the event's **mobile app**, Night on Broadway will feature a never before seen **VR Dimension Zone** at 7th Street that brings together VR, AR, and MR in a 4-dimensional experience. The **Kid's Zone** will be chock full of high-tech activities for kids. Social media users will have live interactions with event stages and screens. And, the **Advent of the VJ** lineup at the Orpheum Theatre will be dedicated to an exploration of the technological artistry involved with the creation of visual production accompanying modern live music.

VIRTUAL REALITY DIMENSION ZONE
Curated by **Full-On 360**, nearly a dozen alternative reality professionals have teamed up to provide immersive experiences in the VR Dimension Zone, including **VR Playhouse**, **Studio Transcendent**, **Jaunt VR**, **Shape Space VR**, and **JoltVR** and numerous others. Whether scaling Mount Everest, painting a masterpiece, riding a rollercoaster, falling from a skyscraper, colonizing Mars, or partaking in a "whiskey riot," participants will be taken on a 3 and 4D journey like never before.

AUGMENTED REALITY PLATFORM & ACTIVATION POINTS

Augmenteum, the Pasadena-based augmented reality innovation company, has created six on site augmented reality stations exclusively for use with the Night on Broadway event app, available in both the Apple App Store and Google Play Store. Each station delivers an immersive, true to life experience, that puts the player actually "inside" the game.

The six Augmenteum Experiences will feature mixed reality, multiplayer game stations scattered throughout the event. Featuring a futuristic holodeck like game experience, with each game's content fused with the real world, the stations each carries a different theme, and offer a variety of skill competitions.

Festival-goers can compete against one another in Mech Warrior Battles, toss virtual whiskey bottles in Whiskey Riot, as they wait for drinks. Kids will enjoy playing in the Baby Dragons Petting Zoo. There, they can interact with six playful, multi-colored holographic baby dragons.

Players earn points by competing in each of the six experiences. After competing in all six, players submit their scores at the Augmenteum booth in the festival area for a chance to win an iPad, and other high tech prizes.

ADVENT OF THE VJ
Even one of the festival's 10 stages will be dedicated to technology - with a twist. Tech, Art, and Music combine at the 90-year old Orpheum Theatre featuring "Advent of the VJ." The showcase is a behind-the-scenes look into visual artistry created as part of the live music world. Lineup includes discussions and performances from key figures in the Los Angeles live audio-visual community who are pushing the limits of real-time live audio. Interviews include Michael Fullman from VT Pro Design, Jarrett Smith of TouchDesigner, show and visual director Mike Carson, Drew Best of Immanent, and The VJ Collective. Audiences will enjoy audio/visual music performances by Origin & G-Netic, Raíz of Droid Behavior & Mekanix, CutMod, 404.zero, Jake Brennan, and Visual Reality. A special guest performance from the mysterious masked producer UZ, working with Immanent VJ on visuals, will close the evening's programing in this venue.

KIDS ZONE TECH
Kids won't miss out on the #NightOnBroadway tech fun either. Among many other activities in the expanded **Kids Zone** at 6th Street, **STAR Education** and **Two Bit Circus** will use S.T.E.A.M. (science, technology, engineering, arts, and math) to engage the youth in technological advancements while learning foundational academic concepts. Two Bit Circus is offering a special "design/build" table where attendees can make and take home a customized and interactive piece of their own. Entertaining, interactive, and educational, these programs are sure to entertain kids of all

ages!

SHARED SOCIAL MEDIA EXPERIENCE & STAGE SCREEN INTEGRATION
The event's tech focus doesn't end with programming and experiences. To further engage attendees with the most interactive festival to date, **Night on Broadway 2017** and **Keshot** have teamed up to incorporate a Facebook Live feed with real-time social media sharing on multiple screens throughout the mile-long event.

MOBILE APP
The new **Night on Broadway mobile app**, with built-in augmented reality platform will be **available January 20** for download from the Google Play Store and Apple Store. Designed by **Augmenteum**, it will provide itinerary information, photos of acts and artists, event mapping and geo-location as well as the built-in platform the event's exclusive AR experiences.

About Night on Broadway
Night on Broadway is a free arts and music festival produced in celebration of Councilmember José Huizar's Bringing Back Broadway economic development initiative. Like never before, Night on Broadway awakens beautiful historic theatres and the blocks between them along the Broadway corridor in Downtown Los Angeles. L.A. is a mecca for creative talent of all kinds, and Night on Broadway is where it all shines – right in the heart of entertainment's birthplace in Los Angeles. From emerging musical acts to national stars, artists to acrobats, and fashion designers to food trucks, Night on Broadway is all about the City of Angels. **The 3rd annual Night on Broadway will be held on Saturday Jan. 28, 2017. Free. All ages. Rain or shine.**

Night on Broadway was first produced in 2015, after a successful "Day on Broadway" event in 2014 that included walking tours and docent-led discussions about Broadway's 12 historic theaters in celebration of the 6th anniversary of Councilmember Huizar's Bringing Back Broadway initiative. Night on Broadway was an overwhelming success in its first year (2015,) drawing 35,000 people. In its 2nd year (2016) Night on Broadway featured national acts (Aloe Blacc, Ozomatli, Skrillex), as well as local talent, and drew 60,000 people, making it the fastest-growing one-day arts & music festival in North America, and possibly the largest. More at www.NightonBroadway.la

About Augmenteum
AUGMENTEUM is the augmented reality innovator, creating key technologies that enable a cross-platform mixed reality experience, with unique software and application solutions in a cloud-based environment. With a focus on entertainment, gaming, retail, education, real estate, health care and military Augmenteum makes augmented reality real. Founded in Jan. 2016 by three former Caltech NASA Jet Propulsion Laboratory engineers, which after a decade of using optical physics that make objects in space disappear, are now using the same science with an 180° twist, bringing objects into the real world that are not there. Augmenteum offers an interactive mixed

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reality solution that enables direct distribution to consumers through a cloud-based platform. Augmenteum's approach allows developers to continue to utilize their same preferred game engine and integrated development environment. With the addition of the Augmentuem's software, developers will be able to render the highest quality content, while providing a multiplayer, interactive mixed reality experience viewed through either a mobile device or a head mounted display. Augmenteum's location spatial awareness, which is inherent in its platform, allows content providers to deploy applications to any location with or without prior knowledge.

About Bringing Back Broadway

Led by Los Angeles City Councilmember José Huizar, Bringing Back Broadway is an ambitious 10-year plan (about to celebrate its 9th anniversary) to revitalize the Historic Broadway corridor in downtown Los Angeles, a National Register Historic District. Goals are to provide economic development and business assistance; re-activate Broadway's historic vacant theaters, as well as more than one-million square feet of vacant commercial space and increase parking and transit options, including bringing the beloved streetcar back to downtown Los Angeles. Under the initiative, the area has experienced a surge in new retail and restaurants, and is becoming a focal point for creative office and boutique hotel development with city policies aimed at creating flexibility for the reactivation of upper floor spaces. More at www.BringingBackBroadway.com.

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