




CONCRETE JUNGLE AR

Concrete Jungle
reimagines how places
can be experienced by
leveraging the power of
AR technology and
storytelling.

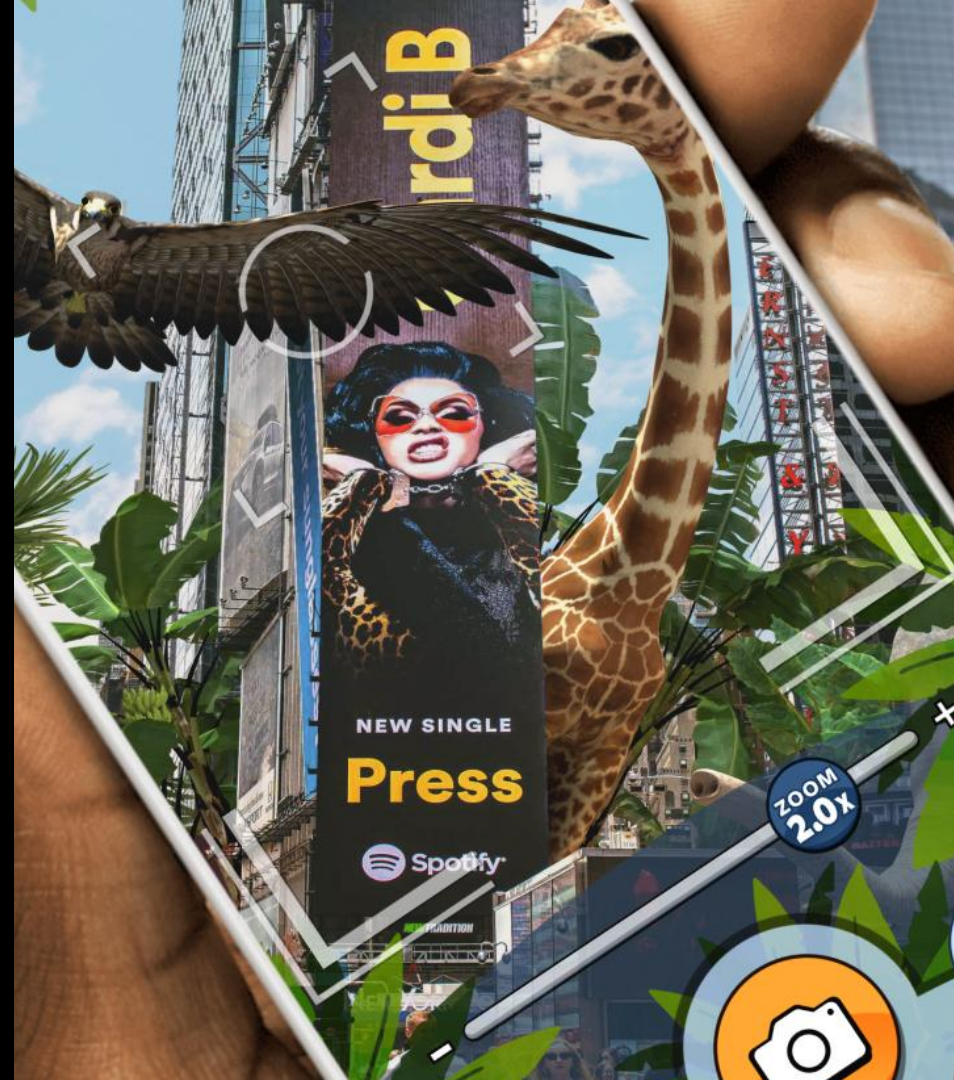


Produced by Jamestown, the owner
manager, and developer of One
Times Square, the home of the New
Year's Eve Ball

Coming this August, **Concrete Jungle** will transform Times Square into a digital playground. Think Pokemon Go, but on a massive scale with interactive play and cinematic animation.

Imagine a public plaza transforming into a tundra where animals roam and play. The facade of a building becomes a hive swarmed by bees. The space between skyscrapers morphs into a mesh of webs and insects.

Expect to be delighted by the unexpected.



How does it work?

The experience begins with an app.
On mobile devices, visitors can:



Marvel at Super Sized animals



Play virtual games to interact with live surroundings and collect treasures



Capture the perfect photo op with an unexpected photobomb

Animal Worlds

Concrete Jungle invites visitors to discover five distinct worlds:

- 1 **Insects** (beetles, ants, bees, crickets, ladybugs)
- 2 **Reptiles** (geckos, turtles, chameleons, iguanas, dragons)
- 3 **Birds** (hummingbirds, woodpeckers, flamingos, peacocks, parrots, owls)
- 4 The **Amazonian jungle** (jaguars, anacondas, sloths, toucans, and Howler monkeys)
- 5 The **African savanna** (lions, leopards, rhinoceros, elephants, giraffes, buffalos)



① Insects

**** Click on below images to play the videos**

Concept Animation

Live AR Capture



② Reptiles

**** Click on below images to play the videos**

Concept Animation

Live AR Capture



③ Birds

**** Click on below images to play the videos**

Concept Animation

Live AR Capture



④ Jungle

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Concept Animation



Live AR Capture
Coming Soon!

⑤ Savannah

**** Click on below images to play the videos**

Concept Animation

Live AR Capture



Interactive Play

Plant Trees



Feed Birds



Treasure Hunt

Find and solve puzzles to unlock surprises! Explore the Animal Worlds like you would on Pokemon Go. But there is so much more.



Badges

Collect them all!

Earn Concrete Jungle badges by exploring each Animal World and searching for hidden totems.



Photo Ops

Take unique pictures of the creatures that inhabit Times Square as well as augmented selfies in which a photobomb is likely to occur!



Reimagined Places

- Jamestown is building the future of immersive experiences bridging the virtual and physical worlds.
- One Times Square is the heart of Times Square and the beacon of the New Year's Eve Ball Drop Celebration. The building's signage is a platform for international brands and the next generation of digital advertising.
- Tourism is on the rebound and NYC is poised to expect a major boost, making it the opportune time to launch a new activation.
- With a mix of skyscrapers, digital signs, public plazas, a 24 hour environment with over 360,000 pedestrians each day, and theater at its core, Times Square is uniquely positioned to host the first large-scale AR experience.
- The leading firms in technology, gaming, cloud and creative are creating Concrete Jungle and bringing the first large-scale AR experience to the world.
- Open to new, authentic, and value-added partnerships for future programs to enhance the experience and to reach wider audiences.

Partners



Transforming spaces into innovation hubs and community centers



Home to the New Year's Eve Ball



Fully integrated content creation and production agency



Promotes Times Square through marketing and public services



Leading platform for creating and operating real-time 3D content



Independent game developer and publisher



Subsidiary of Amazon providing on-demand cloud computing platforms



Software platform to develop interactive virtual experiences

Sherri White

Jamestown, L.P.

M 917.710.5161

Sherri.White@JamestownLP.com

JamestownLP.com

onetimesquare.com