

## Urban Interactive's Street Game 'Ghosts of Liberty' Launches in Boston

*Combining elements of mobile gaming with theme-park style immersion and improvisational actors, 'Ghosts of Liberty' will redefine "a night on the town" for adventurous Bostonians.*

For Immediate Release

CHARLESTOWN, Mass./EWORLDWIRE/Oct. 12, 2006 --- This Halloween season, Urban Interactive will haunt Boston's historic North End with the new "augmented reality"™ game, Ghosts of Liberty. Combining elements of mobile gaming with theme-park style immersion and improvisational actors, this hair-raising experience will redefine "a night on the town" for adventurous Bostonians.

Players roam through the lamp-lit alleys of Boston's North End, following a trail of ghostly messages to track a mysterious enemy of the state. A cell phone weaves electronic gameplay and live action into the nocturnal ambiance, as participants race against the clock to solve riddles, discover hidden items, and interact with characters both real and digital. Those who can keep their wits about them and out-think the competition will be rewarded with their choice of an Xbox 360, a \$300 iTunes gift card or a dinner for four at Strega.

"Ghosts of Liberty marks a new frontier in wireless entertainment," stated Nicholas Tommarello, President of Urban Interactive. "For the first time, Bostonians can use mobile technology to immerse themselves in a participatory street-theater experience."

"In designing Ghosts of Liberty, I wanted to give each user a truly absorbing adventure," said creator Andy Dimond. "The challenge was to go beyond imposing a loose plot on the same old treasure hunt, to really forge a new form of storytelling. This script incorporates the players' actions in a way that feels more organic and seamless."

Response from consumers has been enthusiastic. "What I liked was the balance of activities," said Carol Guth. "Stimulating brainteasers, crazy stunts, moments that tested your cool under pressure, or powers of observation. It was a great mix to keep our whole family involved." Some players admit to savoring the details less: "We were literally racing from one puzzle to the next. I wanted that Xbox!" said student Rob Cioffi.

### Pricing and Scheduling

Ghosts of Liberty opens to the public on October 13 and will run until November 1, starting nightly at 6:00 p.m. to 7:00 p.m. The experience is offered for \$59.95 per team (of up to four people) and runs approximately two hours. Reservations can be made at [www.ghostsofliberty.net](http://www.ghostsofliberty.net) or by calling 800-930-7517. Members of the media are invited to attend along with a team of their friends or family free of charge.

### About Urban Interactive

Blending wireless technology with improvisational actors and theatrical props, Urban Interactive creates pervasive storytelling experiences that suffuse the player's real surroundings with a "heightened reality" of intrigue, mystery and adventure. Urban Interactive develops both tourism and corporate-training content as a subsidiary of Conditor, Inc., a mobile gaming company.

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