

"Dream in AR" with AT&T at Essence Festival 2018

AT&T's very popular "Dream in Black" themed booth will return to the ESSENCE Festival in New Orleans, July 5-8 with the magical AR effects built by Paracosma Inc

SAN FRANCISCO, CALIFORNIA, UNITED STATES, July 4, 2018 /EINPresswire.com/ -- San Francisco -- July 4, 2018 -- [AT&T](#)'s very popular "Dream in Black" themed booth at the BET Experience in Los Angeles, June 22 -- 23, will return to the [ESSENCE Festival](#) in New Orleans, July 5-8. The exhibit features Augmented Reality (AR) effects to enhance the visually stunning live experience. In addition to serving up celebrity meet-and-greets, musical guests and prize giveaways, the AT&T exhibits will also feature virtual fairies fluttering around and welcoming visitors, plus opportunities to take selfies wearing a floral crown or on an AR enhanced throne.



The magical AR effects were built by [Paracosma](#) Inc, which was recently recognized as one of the "20 Most Promising AR/VR Tech Solution Providers - 2018" by CIO Review Magazine. Built on

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says Ken Ehrhart, Founder and CEO of Paracosma.

Facebook's advanced AR Studio platform, the AR effects are available as Camera Effects for anyone with the Facebook app installed on their smartphone. In addition to the ease of accessing the effects on the Facebook app, the users can capture selfies, photos and videos of the effects and instantly share both the images and the effects on Facebook.

“It was a great pleasure to work with The 360 Agency and AT&T to create these AR effects,” says Ken Ehrhart, Founder and CEO of Paracosma. “It is rare to find such a great team

that encompasses both bold creativity and strong professionalism.”

If you were unable to attend BET Experience and can't make it to Essence Festival in person, you can still experience the AR effects on your mobile Facebook app, by clicking these links:

- Guide Fairy: <http://www.facebook.com/fbcameraeffects/tryit/246333812784513/>
- Fluttering Fairies: <http://www.facebook.com/fbcameraeffects/tryit/450074215419600/>

- Floral Crown:

<http://www.facebook.com/fbcameraeffects/tryit/2090322417668116/>

- Throne Arch:

<http://www.facebook.com/fbcameraeffects/tryit/227222731402255/>

About BET Experience

Bringing together hundreds of thousands of fans, celebrities, and thought leaders, BET Experience, sponsored by AT&T, and the BET Awards are a whirlwind celebration of culture. Now in its sixth year, the exciting multicultural music and entertainment festival, BET Experience, will focus on the millennial experience while providing loyal fans with the opportunity to touch the BET brand and its culture in an active and experiential way.

About Essence Festival

The annual ESSENCE Festival in New Orleans, sponsored by AT&T, is one of the nation's largest live events. Each year, the Festival draws nearly 500,000 attendees who gather for three days of music, entertainment, empowerment and culture. Now in its 24th year, the ESSENCE Festival has featured some of the biggest names in entertainment and the nation's most influential speakers, authors and leaders.

About AT&T

AT&T Inc. helps millions around the globe connect with leading entertainment, mobile, high speed internet and voice services. AT&T is recognized as one of the world's largest providers of pay TV with TV customers in the U.S. and 11 Latin American countries. They also offer the best global coverage of any U.S. wireless provider and help businesses worldwide serve their customers better with our mobility and highly secure cloud solutions.

About The 360 Agency

Founded in 2011 and headquartered in Los Angeles, award-winning agency The 360 Agency specializes in marketing and communication campaigns that tap into the unique trends, nuances, and vibes of consumers. Clients include: AT&T, for their "Dream in Black" campaign, Coca-Cola Company, and Anheuser-Busch. The 360 Agency focuses on lifestyle and integrated marketing, with specialties in experiential, social media, digital, artist partnerships, and retail promotion. For more information, please visit (www.the360agency.com)

About Paracosma

Paracosma Inc (www.paracosma.com) is an AR & VR consulting and systems integration company that provides solutions and skills to both small and large customers. Paracosma services include content creation, application development, and systems integration across a broad range of AR & VR platforms. Additionally, Paracosma Inc creates its own content in the gaming, entertainment, tourism and education/training spaces. Paracosma also has proprietary technology for producing, viewing, managing and distributing 360-degree photo and video content.

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