

SAMSUNG



SAMSUNG GALAXY MAKES VIRTUAL REALITY REAL WITH THE AVENGERS

PARTNERSHIP:

To celebrate the release of Marvel's latest mega-blockbuster Avengers: Age of Ultron, Samsung created the ultimate virtual reality experience that had its only North American appearance at The Grove.

EVENT DETAILS:

For one month, guests virtually—and literally—immersed themselves in the Samsung Galaxy Avengers Studio where they met Iron Man, The Hulk and the rest of the crew. Visitors were given the latest in the virtual reality technology through which they experienced a brand-new chapter in The Avengers saga as if they were right there. With photo opportunities with the heroes and a chance to scope the hottest new gear from Samsung, it was an experience for the whole family, franchise and fans alike.