



AT&T and Facebook Team Up to Bring 5G-Powered AR Experiences to Consumers

Spark AR Platform Content Partnership Kicks Off with 'Space Jam: A New Legacy' Experience for People across Facebook Apps including Instagram

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What's the news? [AT&T](#)* is working with Facebook Reality Labs to build collaborative video calling and augmented reality experiences across Facebook's apps, including Instagram and Messenger. The two companies debuted the first in a slate of experiences at AT&T's 5G media event in New York City.

How will this launch? The first AR effect presented by AT&T 5G lets you bring the iconic Tune Squad from the all-new, live-action animated feature *Space Jam: A New Legacy*** to your real world and experience them in stunning 3D animation -- just like in the movie, in U.S. theaters and on HBO Max July 16. Once you've opened the effect on your mobile device (from AT&T's Instagram page or via Facebook), aim your camera and tap to drop the character of your choice and watch it come to life in your space. You can even try it right now at tunesquad.spacejam.com.

What's next? The *Space Jam: A New Legacy* AR effect is just one of many experiences that AT&T 5G will present with Spark AR, Facebook's platform for augmented reality creation that powers all AR experiences across Facebook apps and devices. This collaboration plans to create dynamic AR experiences enhanced through 5G that could help people connect in more fun ways with friends, family and the world around them.

How does 5G enhance the experience? AT&T 5G can help improve the performance and reliability for each AR experience, with faster load times and more vivid graphics to overlay on the real world. The AT&T 5G network provides fast speeds, low latency and high capacity. Together, Facebook and AT&T are exploring new experiences where 5G can increase the depth of immersion and engagement possible with mobile AR experiences. Opportunities include custom content for 5G-powered venues and arenas or shared AR experiences for people to enjoy during video calls.

What are people saying? "We're all about creating meaningful connections for our customers, and by pairing Facebook's AR technology and AT&T's incredible 5G network, the possibilities are endless. Together, we will bring stories to life and place fans in new worlds where they can interact and engage with characters in virtual spaces," said Kellyn Smith Kenny, Chief Marketing and Growth Officer, AT&T. "We're excited to kick things off with The *Space*



Jam: A New Legacy experience, and it's just a taste of what's in store. As 5G evolves, we'll explore new and dynamic ways to connect customers to the stories they love."

"At Facebook we believe augmented reality can deepen the connections we have with each other and our surroundings. We're excited to offer AR experiences built on AT&T's stellar portfolio of digital properties to inform and inspire the Facebook community. Backed by high-bandwidth and lower-latency connections we'll create richer AR experiences today, and help accelerate our path to innovation for tomorrow," said Chris Barbour, Director, AR Partnerships, Facebook.

To learn more about AT&T 5G, check out att.com/5GforYou.

To try the *Space Jam: A New Legacy* AR experience for yourself, head to tunesquad.spacejam.com.

^[1] [1] STREAM FOR 31 DAYS FROM ITS THEATRICAL RELEASE. Films and release dates subject to change. Compatible device and online account registration req'd for HBO Max. Add'l fees & restr's apply.

***About AT&T Communications**

We help family, friends and neighbors connect in meaningful ways every day. From the first phone call 140+ years ago to mobile video streaming, we @ATT innovate to improve lives. AT&T Communications is part of AT&T Inc. (NYSE:T). For more information, please visit us at att.com.

****About Space Jam: A New Legacy**

Warner Bros. Pictures Presents a Proximity/The SpringHill Company Production, a Malcolm D. Lee Film, "Space Jam: A New Legacy." The film will be distributed worldwide by Warner Bros. Pictures. It will be released in theaters nationwide on July 16, 2021 and will be available in the U.S. on HBO Max in the Ad-Free plan for 31 days from theatrical release. It is rated PG for some cartoon violence and some language. For more information, visit <https://www.spacejam.com/>