

CHILDHOOD DREAMS TURN INTO REALITY WITH NEW AT&T VIRTUAL REALITY RETAIL EXPERIENCE CELEBRATING SPACE JAM: A NEW LEGACY MOVIE

In honor of the all-new live action/animated feature film *Space Jam: A New Legacy*, [AT&T](#)* has teamed up with Microsoft to bring a new 5G augmented reality (AR) experience with the Tune Squad to our Dallas, Chicago and San Francisco flagship store locations.

And it's no secret that the future of entertainment and 5G technology combined will be more interactive, dynamic, and blur the boundaries between digital and physical while keeping the consumer at the center of it all. That's why it's best on a fast, reliable, and secure 5G network that's built for the future.

What's the experience?

In-Store Kiosk:

Bring the galaxy to your fingertips at interactive kiosks that will be available at our Dallas, Chicago and San Francisco flagship locations. Similar to our [Looney Tunes](#) and [Wonder Woman](#) retail experiences that premiered last year at the Dallas store, fans can snap a pic with their favorite Tune Squad character or with the whole team. And with AT&T 5G, you'll be able to walk away with your own animated video and picture to keep.

Tabletop: Tune Squad Starting Line Up:

Fans can now join their favorite team and become an official Tune Squad team member. This 5G augmented reality experience is available for smartphones and allows customers to see characters on their phone screen overlay in their real-life surroundings. They can also personalize their introduction by taking a selfie with the Tune Squad, choosing a jersey, and putting in their height and position. Once complete, Bugs Bunny will appear in AR on the tabletop to introduce the fan using a voice built with the Microsoft Azure AI Speech service. Plus, they can share the introduction on social media.

Web AR Experience

For Space Jam fans who can't make it to one of the flagship locations or prefer the ease and comfortability of staying at home, we're ensuring you don't miss out on the fun by making it available online via mobile at tunesquad.spacejam.com.

Coming to a Theater Near You

And that's not all, folks! As more movie theaters open this summer, we want to bring fans closer to the action. Cinemark Theaters will also feature our in-store kiosk experiences at three flagship Cinemark theaters in Texas so they can hang out with the Tune Squad before watching them take on the Goon Squad on the big screen in *Space Jam: A New Legacy*.

Follow the fun on social using #ATTexp.

We know how much fans love HBO Max, and you can use our best plans to, so you can watch *Space Jam: A New Legacy* when it hits HBO Max in the U.S. and theaters on July 16.ⁱ

For more information on these AT&T 5G activations, click [here](#).

***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](#).

^[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.

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