

COMMERCIAL  
INNOVATION  
2022

2

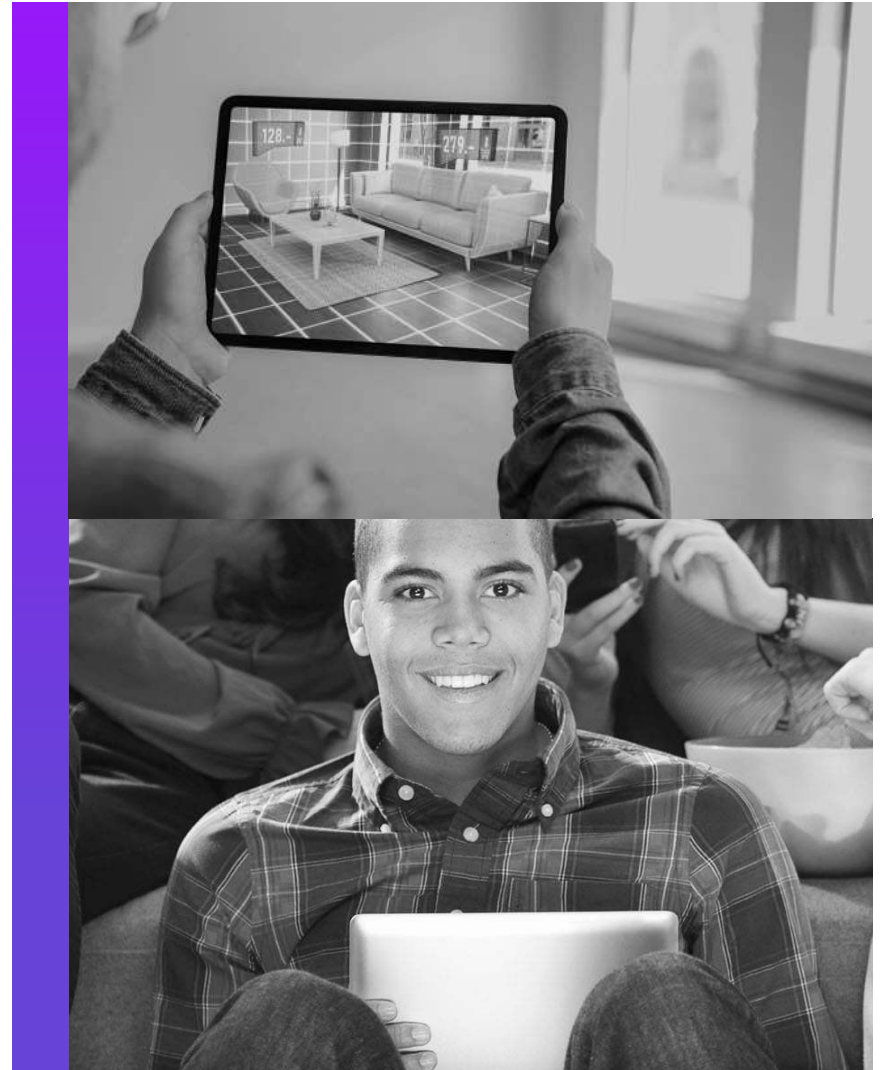
# AR PORTAL

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With the NBCU AR Portal, fans will no longer be constrained to the limits of the main screen.

NBCU's AR technology will unlock a portal experience that brings fans directly into the meta-universe of their favorite programs.

This mobile led initiative, unlocked by the NBCU code, allows fans to fully engage with your brand within an immersive content experience.

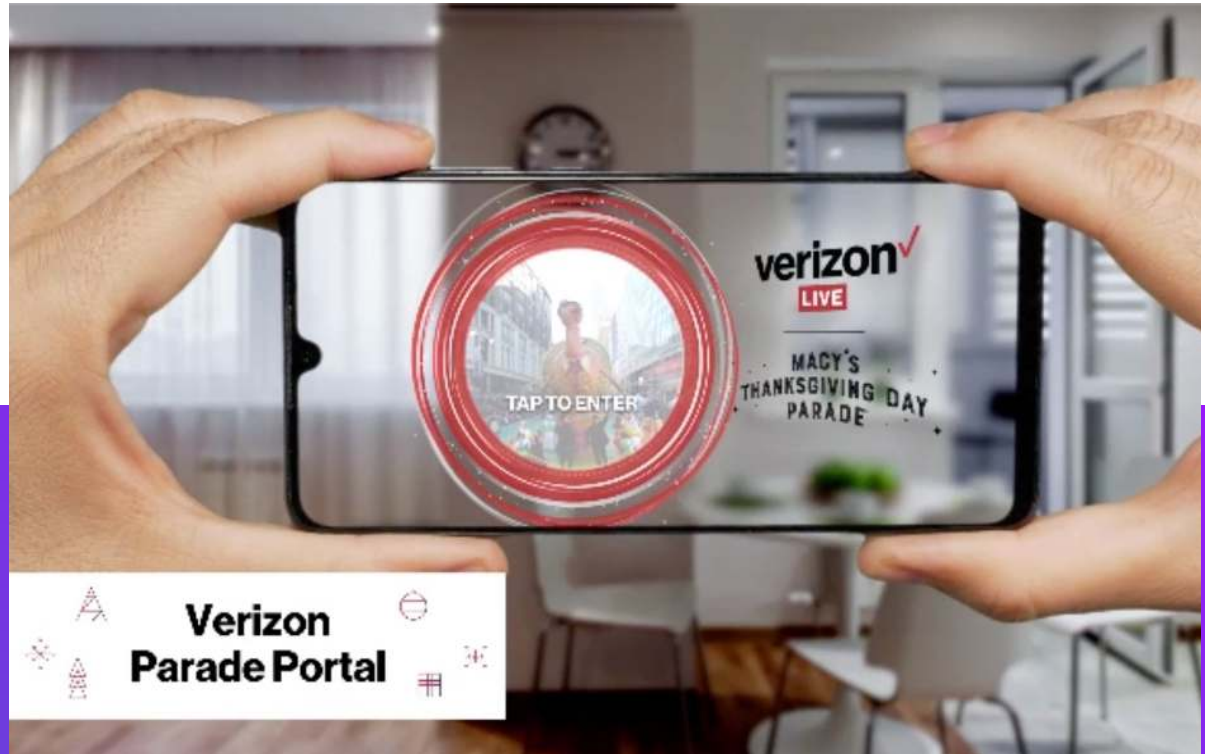


**SAMPLE  
ACTIVATIONS:**

Award Show Red Carpets

Behind-the-scenes at select NBCU Specials

Top Chef experience



## AR Portal NETWORKS & PROPERTIES



Thanksgiving Parade /  
Emmys / The Game  
of Life



Award Shows/  
Asi Se Baila



Special Events



Special Events

