http://www.tagandseek.net

… is a "GeoLocative" Augmented Reality game that could be described as GeoCaching meets Foursquare, meets City Games! For more info contact Assistant Producer Cory – play@tagandseek.net

What is Tag and Seek!?

Tag and Seek! Challenges you to find and visit the quirky places Silicon Valley has to offer and win prizes competing with other Tag and Seek! players.

Tag and Seek! is an augmented reality (or AR) game for iPhone and Android devices sponsored by ZERO1. AR means you play it through your smart phone or tablet, and win by going to and interacting with the world around you. Find tags other people have placed around you and send us a photo of yourself in that location.

Earn points, infamy, and call yourself Taglord!

Visit our website to learn more.

http://www.tagandseek.net/

Introduction

The smart phone and tablet world is awash in new applications that help you "tag" locations in space and display those tags on your device. This is a very exciting evolution and many think it is the beginning of the "location based internet". But while there are many ways to tag our world and many ways to see those tags or "Points of Interest" in AR terms, what is missing is the "WHY?".

Why do people care about these myriad tags? Why would they bother to visit those locations?

One answer to this question is that they could be playing a fun game. The players motivation is to be at the top of the leader board or "TagLord, TagLeader".

Please Join US in a BETA of Test Tag and Seek!

When: **Saturday, February 25th at 12PM**

Where: **ZER01 - 152 N. 3rd Street, Suite 201, San Jose, CA 95113**

Register to play at: https://tagandseek.eventbrite.com/

The Game Play

Setting Up Tag and Seek:

1. Download TagWhat on your mobile device [Android] [iPhone]
2. Install it (if your phone doesn't do so automatically).
3. Launch TagWhat app on your mobile device.
4. Find our "Tag And Seek ZERO1″ channel and select it.
5. You should now see our tags!

The Seeker

The Seeker's job is to find interesting, places nearby. Ones that our game designers have marked with a mobile app from our partners TagWhat. Once you find a place as a Seeker, your job is to photograph yourself in that location and send that photo to us (play@tagandseek.net), along with what tag you found. Once we process it, you will receive an official Tag and Seek! achievement badge and game point for your discovery. The more achievements you get, the closer you are to winning prizes and bragging rights!

The Leaderboard

The Leaderboard is a collection of the top-most players of Tag and Seek—the best of which is awarded the title "TagLeader."

Background

This project is based in part on the work of Jane McGonigal (Reality is Broken) and Johan Huizinga (Homo Ludens) and is concerned with the art of participation and play. This is a game that gets people out of their chairs, one that engages them and locates them back in the real world, a game that encourages individual agency and one that encourages people to not only play the game, but to do so while learning about the culture and history around them.

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