

## "Outthink Hidden" AR Experience Available to Attendees at Tribeca Film Festival®

NEW YORK, April 24, 2017 [PRNewswire/](#) -- IBM (NYSE: IBM) today announced that "Outthink Hidden," an augmented reality (AR) experience that brings unsung heroes of innovation to life, will be available to attendees of the Tribeca Film Festival®.

Inspired by the 20<sup>th</sup> Century Fox film, "Hidden Figures," "Outthink Hidden" is accessible via the T Brand Studio AR app for free download on [iTunes](#) and [Google Play](#). The AR experience can be activated on a mobile device at physical plinths at the festival.

The award-winning 2017 movie recounts the true story of three female African American mathematicians as the heroes at NASA during the 1960s Space Race. Their groundbreaking calculations for spaceship trajectories, which helped put John Glenn in orbit, involved programming a first-of-its-kind IBM (NYSE: [IBM](#)) mainframe.

"Outthink Hidden" explores the stories of heroes featured in "Hidden Figures" as part of 10 innovators in STEM (science, technology, engineering and mathematics). Similar to a virtual museum, people can explore an array of 3D computer graphics renderings, written histories and audio and video narratives.

It highlights the accomplishments of the three "hidden figures" from the movie (including Dorothy Vaughan, who taught herself and others how to program NASA's IBM mainframe), as well as other diverse STEM pioneers such as: Bessie Blount Griffin, who invented a feeding device for injured World War II veterans; Sara Josephine Baker, who changed the way the world thought about public health and created the role of the school nurse; Abraham Nemeth, who developed the Nemeth Code for Braille Mathematics; and Charles Drew, who created the first large-scale blood bank in the U.S.

Unlike virtual reality (VR) apps, where immersive content is experienced via a headset, AR enables people to view a physical space through a different medium (in this case, a mobile device screen). It uses sensors to activate a digital layer that augments the space using visuals such as 3D images, descriptive text, video and audio.

Launched in January 2017, "Outthink Hidden" was co-created with IBM and its agency partner, Ogilvy & Mather, and will be available through April 30.

"Outthink Hidden" marks the first experience within T Brand Studio AR and first project produced by integrated experience design agency [Fake Love](#) since it was [acquired](#) by The New York Times Company in August 2016.

For more information about IBM's involvement in "Hidden Figures," go to [ibm.com/hiddenfigures](http://ibm.com/hiddenfigures).

### **About Tribeca Film Festival**

The Tribeca Film Festival is a cultural event for the new age of storytelling that brings together visionaries across industries and diverse audiences. It celebrates the power of storytelling in a variety of forms – from film to TV, VR to online work, and music to gaming. As a platform for creative expression, independent filmmaking, and immersive entertainment, Tribeca champions emerging and established voices, discovers award-winning filmmakers and creators, curates innovative experiences, and introduces new technology and ideas through premieres, exhibitions, talks, and live performances.

The Festival was founded by Robert De Niro, Jane Rosenthal and Craig Hatkoff in 2001 to spur the economic and cultural revitalization of lower Manhattan following the attacks on the World Trade Center. With strong roots in independent film, the annual event has evolved into a destination for creativity, reimagines the cinematic experience, and explores how art can unite communities.

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