

FOR IMMEDIATE RELEASE

Ubisoft and Sugar Creative announce *Echoes of Revolution*, two large-scale immersive XR experiences in New York City and Boston to coincide with America's 250th anniversary

Video game publisher Ubisoft and UK-based creative technology studio **Sugar Creative** have announced a landmark collaboration to develop two city-scale geo-located extended reality (XR) experiences for mobile devices set in the *Assassin's Creed*® universe. This experience launches alongside America's 250th Anniversary in 2026 and offers an immersive look into the key moments of the nation's founding.

"Ubisoft is excited about using the worlds of Assassin's Creed III and Assassin's Creed Rogue to bring key moments of the American Revolution to life for visitors exploring the streets of Boston and New York City." said **Amy Jenkins-Le Guerroué**, Strategic Alliances Director at Ubisoft

Assets and imagery from the games will transport visitors back in time and invite them to relive pivotal historical moments from the founding of the United States through cutting-edge mixed-reality storytelling. They will uncover the stories that shaped the nation's beginnings, in the actual locations where they took place.



New York City: Gotham Center partnership

The **New York City** experience, developed in partnership with **Gotham Center for New York City History** is set amid the city's revolutionary-era streets.

“We’re incredibly proud to be part of this global collaboration,” said **Peter-Christian Aigner**, Director of Gotham Center for New York City History, at The Graduate Center, City University of New York. *“This experience brings the energy and history of New York to life in a bold new way, combining the creative storytelling of Assassin’s Creed with the power of immersive technology. It’s a remarkable way to engage new audiences with the story of America’s founding.”*

Boston: Bringing history to life with T-Mobile & Revolutionary Spaces

The Boston experience, built in collaboration with **T-Mobile's T-Innovate team** for its experience in location-based 5G-enabled mobile interactions, and developed in partnership with **Revolutionary Spaces**, who are providing historical validation and cultural guidance. Together, they are helping ensure the project authentically captures the city’s revolutionary spirit while embracing the possibilities of next-generation 5G-enabled immersive technology.

Blending History and Geo Located Play Based Learning

Developed under official license from Ubisoft, both experiences will be powered by **Niantic Spatial’s Visual Positioning System (VPS)** technology. VPS delivers centimetre-level accuracy that anchors the Assassin’s Creed world to real streets and landmarks, bringing to life real-world locations through immersive gameplay that blends history and fiction in a way only *Assassin’s Creed* can.

“We’re thrilled to support Sugar Creative & Ubisoft in bringing these ambitious experiences to life,” said **Joe Gabriel**, Senior Partnerships Manager at **Niantic Spatial**. *“Our Visual Positioning System is the ideal foundation for this kind of large-scale immersive storytelling, anchoring Assassin’s Creed’s world to the real locations that inspired it.”*

Partners and support

Both projects have received significant backing from **Creative Wales** and **Media Cymru (through UK Research and Innovation’s flagship Strength in Places Fund)**, supporting Sugar Creative’s growth and R&D in Wales. Together, these collaborations mark a milestone in the convergence of culture, technology, and entertainment on an international scale.

Further details will be announced in 2026.

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About Sugar Creative

Sugar Creative delivers wonder through innovation, bringing imagination to life with outcomes spanning entertainment, education, and culture. With a proven track record in creating bold location-based experiences including the award-winning *878 AD: Winchester Revealed* and *Discovery Tour App: Medieval Baghdad*, Sugar works with world-class partners to push the boundaries of immersive storytelling. www.sugar.agency

About Ubisoft

Ubisoft is a creator of worlds, committed to enriching players' lives with original and memorable entertainment experiences. Ubisoft's global teams create and develop a deep and diverse portfolio of games, featuring brands such as Assassin's Creed®, Brawlhalla®, For Honor®, Far Cry®, Tom Clancy's Ghost Recon®, Just Dance®, Rabbids®, Tom Clancy's Rainbow Six®, The Crew® and Tom Clancy's The Division®. With a Ubisoft+ subscription, players can access new releases, premium editions and extra content on Day One on PC, console and cloud. For the 2024-25 fiscal year, Ubisoft generated net bookings of €1.85 billion. To learn more, please visit: www.ubisoftgroup.com.

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About Gotham Center for New York City History.

The Gotham Center for New York City History advances public understanding of the city's past and its impact on the present. Based at the CUNY Graduate Center, the center connects scholars, students, and the public through research, exhibitions, digital projects, and events that bring New York's rich history to life. Its mission is to make the study of the city accessible and engaging, fostering dialogue about the forces that have shaped, and continue to shape, urban life in America's largest metropolis.

www.gothamcenter.org

About the Graduate Center of The City University of New York. The CUNY Graduate Center is a leader in public graduate education devoted to enhancing the public good through pioneering research, serious learning, and reasoned debate. The Graduate Center offers ambitious students over 50 doctoral, master's, and certificate programs of the highest caliber, taught by top faculty from throughout CUNY — the nation's largest urban public university. Through its nearly 40 centers, institutes, initiatives, and the Advanced Science Research Center, the Graduate Center influences public policy and discourse and shapes innovation. The Graduate Center's extensive public programs make it a home for culture and conversation.

About T-Mobile US, Inc. As the supercharged Un-carrier, T-Mobile US, Inc. (NASDAQ: TMUS) is powered by an award-winning 5G network that connects more people, in more places, than ever before. With T-Mobile's unique value proposition of best network, best value and best experiences, the Un-carrier is redefining connectivity and fuelling competition while continuing to drive the next wave of innovation in wireless and beyond. Headquartered in Bellevue, Wash., T-Mobile provides services through its subsidiaries and operates its flagship brands, T-Mobile, Metro by T-Mobile and Mint Mobile. For more information, visit <https://www.t-mobile.com>.

About Niantic Spatial

Niantic Spatial is a pioneer in geospatial AI, building technology that enables both people and machines to understand the world in new and exciting ways. Its Visual Positioning System (VPS) anchors digital experiences to physical locations, powering a new generation of real-world AR applications.

About Media Cymru

[Media Cymru](#) is a collaboration aimed to turn Cardiff and the surrounding capital region's media sector into a global hub for media innovation with a focus on green and fair economic growth. Led by the Centre for the Creative Economy at Cardiff University, this strategic investment programme brings

together 22 media production, broadcast, technology, university and local leadership partners for the first time to supercharge media innovation. Media Cymru has built an ecosystem to boost innovation in a sector made up mainly of small independent companies with limited Research, Development and Innovation capacity - funding more than 150 innovation projects with Welsh creative businesses. Media Cymru's £54m programme is part of **UK Research and Innovation's** (UKRI) flagship Strength in Places Fund www.media.cymru

About Creative Wales|

Creative Wales is a Welsh Government economic development agency established to promote and grow the creative industries in Wales. Their focus is to offer funding, support, and guidance across a range of sectors from TV and Film, Animation – including Immersive Tech, AR/VR – through to Games, Music, and Publishing - positioning Wales as one of the best places in the world for creative businesses to thrive.

About Revolutionary Spaces

Revolutionary Spaces stewards the historic Old South Meeting House and Old State House as landmarks, museums, and active civic spaces. Its mission is to bring people together to explore the American struggle to create and sustain a free society—using history as a powerful tool for civic engagement and public dialogue. For more information, go to RevolutionarySpaces.org or follow on social media at @RevSpaces.