

Location-based story games for places people explore.

Immersive narratives layered onto reality

Turn the place visitors came to see into a story they can explore.

Visitors follow an immersive story through the real world, solving puzzles built around the landmarks, art, architecture, and markers already there.

Self-guided + on demand

No performers to book

No construction/build-out

No daily staffing



One format. Very different possibilities.

30,000

players in one week
zero marketing spend

JOIN CULT
Culver City, CA

6 days

concept to playable
from 700 miles away

PERCEPTUAL TECHNOLOGY DIVISION
Park City, UT

12 blocks

entirely offline
paper & pencil adventure

FOXGLOVE PAPERS
Downtown Los Angeles, CA

5 NFC sites

accounts + saved progress
custom web app & NFC tags

LOS FELIZ EVERYWHEN ASSOCIATION
Los Angeles, CA



A new way to reveal story through place.

An Overlay combines the adventure of a scavenger hunt, the puzzle-solving of an escape room, and the narrative flow of immersive theater.

Story from the setting

The place shapes the narrative instead of simply hosting it.

The place holds the clues

Plaques, murals, exhibits, signs, architecture, and overlooked details become part of the game.

Visitors at the center

Players move at their own pace, unlocking the story through curiosity and discovery.

A World Unto Itself

A single story turns ordinary details into a trail of discoveries.



Notice

A poster outside a library asks for help finding a novel that vanished decades ago.



Investigate

A fragment points to a nearby warehouse. The name above its door unlocks the next step.



Explore

Cafes, gardens, artwork, and overlooked details assemble into a secret history.



Complete

The trail returns to the library for a final discovery – and an invitation to another Overlay.

Give people a reason to look twice.

Deepen exploration

Lead visitors toward overlooked exhibits, paths, details, partners, or public spaces.

Encourage discovery

Let visitors actively uncover history, conservation, art, research, and local identity.

Inspire return visits

Make a familiar place feel undiscovered, then add new chapters or seasonal experiences.

Connect unique locations

Build one experience across venues, neighborhoods, businesses, or collaborating organizations.



Transform the visit, not the place.

The permanent details of your site do the physical work. The narrative gives visitors a new way to see them.

	Live immersive event	Escape room	Scavenger hunt	An Overlay
Access	Scheduled performance	Reserved session	Fixed event window	Self-guided, on demand
Operations	Performers + staff	Supervision + resets	Guides + materials	No daily staffing
Physical build	Sets + rigging	Purpose-built room	Printed or planted clues	Existing details become clues
Lifespan	Limited engagement	Until replaced	Usually a single event	Indefinite + expandable

Performers, artifacts, collectibles, and facilitated finales can be added when they improve the experience.

Built for places people explore.



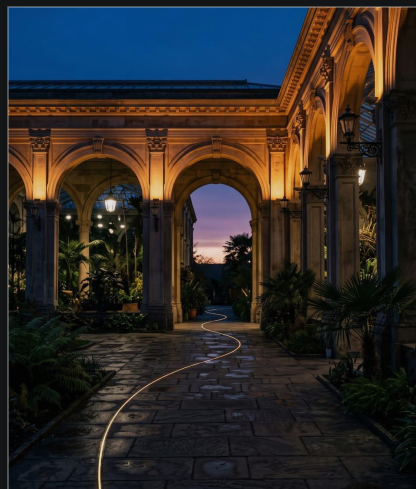
Tourism
organizations

Beyond expected stops
and usual routes



Business + cultural
districts

Through a neighborhood
and toward partners



Museums, gardens,
zoos + aquariums

Close observation of
collections and paths



Universities +
colleges

Tours, orientation,
reunions, and history



Parks, libraries +
public spaces

Educational stories
embedded in civic places



The experience changes with the place.

SCOPE

A focused route under an hour – or a branching story across multiple visits.

AUDIENCE

Layered hints, multiple difficulty paths, and accessibility designed into the experience.

FORMAT

Web apps with QR/NFC interactions and saved progress, or entirely offline play.

MEASUREMENT

Progress, completion, and location activity configured around site goals and privacy needs.

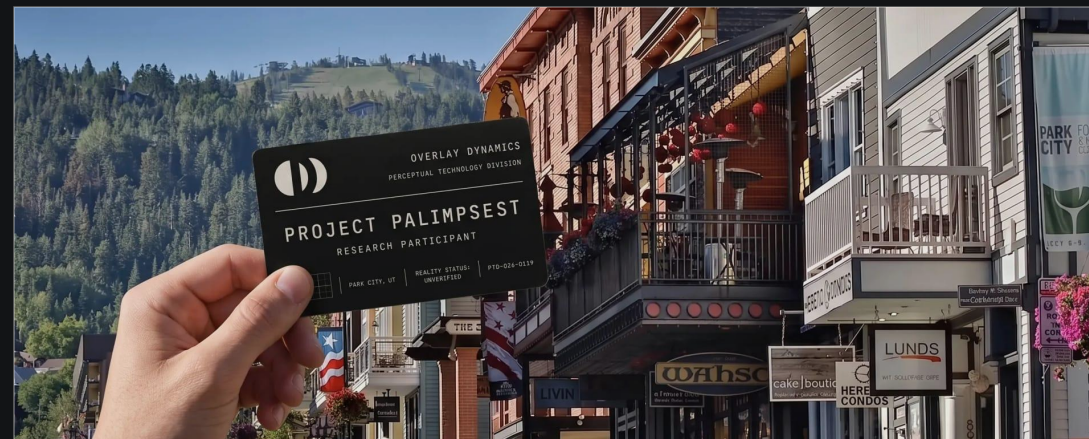
Different locations. Different technology.
The same sense of discovery.



Join Cult

30,000 PLAYERS / ONE WEEK / ZERO MARKETING SPEND

A cryptic document hid a walking tour of Culver City inside rhyming verse. Online collaboration sent local players to investigate landmarks in person.



Perceptual Technology Division

CONCEPT TO PLAYABLE IN SIX DAYS / DESIGNED FROM 700 MILES AWAY

A simulation-themed story used plaques, signs, and architecture along Park City's Main Street. Researched, built, and launched remotely; still playable today.

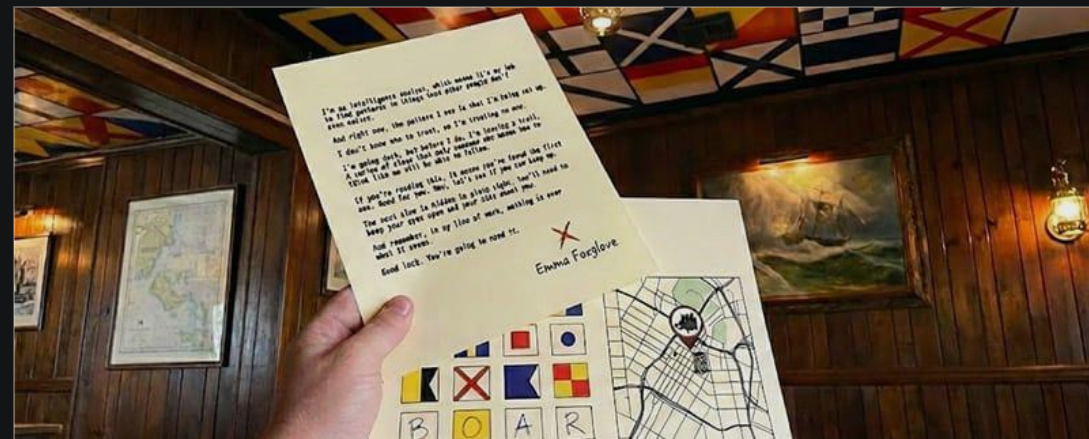
Digital when it helps. Invisible when it does not.



Los Feliz Everywhen Association

FIVE NFC LOCATIONS / ACCOUNTS / SAVED PROGRESS

A fictional council recruits players through a custom web app. Location challenges, NFC scans, endorsements, and profiles support repeat participation.



The Foxglove Papers

TWELVE CITY BLOCKS / ENTIRELY OFFLINE / NO BATTERIES

A paper map, codex, and letters lead players through downtown Los Angeles. Existing architecture and visual details guide the story from place to place.

Built for your site, from first clue to final report.

Discover

Goals + audience discussion
Site research + scouting

Design

Original narrative
Puzzles + hint systems

Build + test

Develop technology
Playtesting + refinement

Launch + learn

Launch support + hosting
Monitoring + reporting

Overlays start with story, not technology. We find the narrative that belongs to the place, then develop the puzzles and platform around it.

Start with the scope that answers your question.

CONCEPT SPRINT

From \$6,000

Tailored creative premise
Sample journey + puzzle demo
Scope, schedule + budget

CONTAINED OVERLAY

From \$25,000

Complete focused-site experience
Original story + 6–10 challenges
Testing, analytics, launch + hosting

EXPANDED OVERLAY

From \$50,000

10+ locations with branching paths
Web app + user accounts
Saved progress + custom reporting

Ongoing support begins at \$3,600/year after the included first year.

Travel, production expenses, new chapters, and substantial revisions are scoped separately. Part of a concept sprint fee may be credited toward production.





A small studio built to move quickly.

Ben Deeb

NARRATIVE EXPERIENCE DESIGNER / WRITER / GAME DESIGNER + DEVELOPER

Wrote four episodes of ABC's *Black-ish*

Two Emmy nominations for esports broadcast work

Extensive puzzle, ARG, and narrative design work for film + television

Commissioned by MKG, Denizen, Concept Arts, Ignite + Aspect Ratio

Each project brings on the specialists it needs. Subtle co-branding is preferred; white-label production is available.



OVERLAY DYNAMICS

Turn your site into a story.

Tell us where visitors are exploring, what you want them to discover, and what success would look like.

You don't need to arrive with a story or puzzle concept.
That's what we're here to create.

[OVERLAYDYNAMICS.COM](https://overlaydynamics.com) ↗

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We reveal the extraordinary layers
already waiting within a place.