

OVERLAY DYNAMICS

LOCATION-BASED STORY GAMES FOR PLACES PEOPLE EXPLORE

OverlayDynamics.com | 323.230.0415 | Ben@OverlayDynamics.com

Overlay Dynamics creates self-guided story games for museums, business districts, campuses, gardens, zoos, and other destinations. Visitors use their phone or printed materials to follow a story through the site, solve puzzles tied to existing landmarks and exhibits, and discover places they might otherwise miss.

**NO SCHEDULED
START TIMES**

**NO PERFORMERS
TO BOOK**

**NO CONSTRUCTION
OR BUILD-OUT**

**NO DAILY
STAFFING**

WHAT WE CAN DO FOR YOUR SITE

Deepen exploration

Guide visitors toward overlooked exhibits, landmarks, public spaces, and businesses. Turn culture, history, and identity into discovery.

Meet players where they are

Fit an experience to a single visit or unfold it across several. Layered hints and difficulty paths welcome different players.

Measure engagement

Track progress, completion, repeat sessions, and location activity. Reporting is tailored to project goals and privacy needs.

PROOF

- **30,000 players reached in one week, with zero marketing spend** – *Join Cult, Culver City*
- **Twelve city blocks turned into an offline puzzle hunt** – *The Foxglove Papers, Los Angeles*
- **Six days from concept to launch, designed from 700 miles away** – *Perceptual Technology Division, Park City*
- **Custom web app with NFC tags and persistent progress tracking** – *Los Feliz Everywhen Association, Los Angeles*

WHAT WE PROVIDE

Creative: Story, puzzles, visitor journey

Site-specific design: research, scouting, location integration

Technology: Mobile web, NFC/QR, print, progress tracking

Launch/support: Testing, accessibility, hints, hosting, analytics

INVESTMENT

CONCEPT SPRINT - FROM \$6,000

Premise, demo, and production plan. Fee may be credited toward production.

CONTAINED OVERLAY - FROM \$25,000

A complete, self-guided experience for a focused site or route.

EXPANDED OVERLAY - FROM \$50,000

More locations, branching paths, or custom technology.

Annual support begins at \$3,600/year after the included first year. New chapters and substantial revisions are separate.

START WITH THE PLACE

Tell us where visitors are exploring, what you want them to discover, and what success would look like. We'll recommend the right format and scope.