



Ralph Breaks the Internet Augmented Reality Game Coming To A Theater Near You With Noovie ARcade

October 31, 2018

An Industry-First In-Theater AR Activation from The Walt Disney Studios

CENTENNIAL, Colo. & BURBANK, Calif.--(BUSINESS WIRE)--Oct. 31, 2018-- Beginning November 2, movie audiences nationwide can play along with Disney's Wreck-It Ralph in a new big screen interactive augmented reality (AR) game from *Noovie ARcade*, the revolutionary companion app for the *Noovie* pre-show. The new *Ralph Breaks the Internet* game-- the first studio collaboration for *Noovie ARcade* -- is an exciting part of the marketing campaign for *Ralph Breaks the Internet*, which hits theaters nationwide on November 21.

With the *Ralph Breaks the Internet* game from *Noovie ARcade*, moviegoers can enter the virtual Pancake Milkshake Café through the *Noovie ARcade* app and tap the buttons to feed the Kitty and Bunny as fast as they can -- just like in the official [teaser trailer](#) for *Ralph Breaks the Internet*. But remember, the Bunny gets the pancakes and the Kitty gets the milkshakes!

Noovie ARcade is available free in the [iTunes](#) and [Google Play](#) stores from National CineMedia (NCM), America's Movie Network. To play, audiences should download the app and arrive at least 20 minutes early to their local [Noovie theater](#) to catch the *Noovie* pre-show, which will prompt viewers to open the app and aim their phones at the big screen when it's time to play. Then, through their mobile phone, the movie theater will transform into a larger-than-life game setting! The first app of its kind, *Noovie ARcade* gives movie fans the chance to enjoy a gaming experience like no other while waiting for their feature film to start on over 21,100 movie screens in over 1,700 top theaters nationwide, including AMC, Cinemark, Regal Entertainment Group, and 50 other regional and local exhibitors.

In the highly anticipated follow-up to Walt Disney Animation Studios' *Wreck-It Ralph*, video game bad guy Ralph (voice of John C. Reilly) and fellow misfit Vanellope von Schweetz (voice of Sarah Silverman) navigate the vast and dynamic world wide web in search of a replacement part to save Vanellope's game, *Sugar Rush*.

"Disney Animation has always embraced new technology to bring our characters to life on the big screen, and we're proud to work with NCM and *Noovie ARcade* to be the first studio ever to deliver an in-theater augmented reality gaming experience for movie audiences," said David Sieden, Vice President, Cinema Partnerships at The Walt Disney Studios. "Movie theaters are the perfect place for people to come together and enjoy the magic of Disney movies, and augmented reality gives us a way to make that magic jump off the screen and into the hands of audiences through their phones. It's the perfect way to get moviegoers excited about Ralph and Vanellope's crazy new adventure in *Ralph Breaks the Internet*."

The Walt Disney Studios is also the premiere studio collaborator for NCM's *Noovie Backlot* content segments, offering movie audiences a unique behind-the-scenes look at upcoming films from Disney, Pixar, Marvel Studios and Lucasfilm.

"Disney has been our premiere *Noovie* studio from the beginning, and we're thrilled to work with them to break new ground in augmented reality gaming," said NCM Chief Digital Officer, Rick Butler. "The unique environment of the movie theater is perfect for a shared AR experience, and this is just the beginning of the fun new movie-related games that audiences can expect at their local *Noovie* theater."

About the Movie:

In *Ralph Breaks the Internet*, video-game bad guy Ralph (voice of John C. Reilly) and best friend Vanellope von Schweetz (voice of Sarah Silverman) leave the comforts of Litwak's arcade in an attempt to save her game, *Sugar Rush*. Their quest takes them to the vast, uncharted world of the internet where they rely on the citizens of the internet--the Netizens--to help navigate their way. Lending a virtual hand are Yesss (voice of Taraji P. Henson), the head algorithm and the heart and soul of the trend-making site "BuzzzTube," and Shank (voice of Gal Gadot), a tough-as-nails driver from a gritty online auto-racing game called Slaughter Race, a place Vanellope wholeheartedly embraces--so much so that Ralph worries he may lose the only friend he's ever had. Directed by Rich Moore (*Zootopia*, *Wreck-It Ralph*) and Phil Johnston (co-writer *Wreck-It Ralph*, *Zootopia*, writer, *Cedar Rapids*), and produced by Clark Spencer (*Zootopia*, *Wreck-It Ralph*, *Bolt*, *Lilo & Stitch*), *Ralph Breaks the Internet* hits theaters on Nov. 21, 2018.

About National CineMedia (NCM)

National CineMedia (NCM) is America's Movie Network. As the #1 Millennial weekend network in the U.S., NCM is the connector between brands and movie audiences. According to Nielsen, more than 700 million moviegoers annually attend theaters that are currently under contract to present NCM's *Noovie* pre-show in 55 leading national and regional theater circuits including AMC Entertainment Inc. (NYSE:AMC), Cinemark Holdings, Inc. (NYSE:CNK) and Regal Entertainment Group. NCM's cinema advertising network offers broad reach and unparalleled audience engagement with over 21,100 screens in over 1,700 theaters in 188 Designated Market Areas® (49 of the top 50). NCM Digital goes beyond the big screen, extending in-theater campaigns into online and mobile marketing programs to reach entertainment audiences. National CineMedia, Inc. (NASDAQ:NCMI) owns a 48.8% interest in, and is the managing member of, National CineMedia, LLC. For more information about National CineMedia, visit www.ncm.com and www.Noovie.com.

For *Noovie ARcade Ralph Breaks the Internet* game artwork and videos, visit <https://press.ncm.com/images-logos>.

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