

*Niantic Web Summit Media Alert*

*Date: Embargoed for Nov. 11, 9am Lisbon time*

## **Niantic Unveils the Future of Spatial Computing at Web Summit 2024**

Niantic, the pioneer of real-world augmented reality experiences, today announced plans to showcase its industry-leading Niantic Spatial Platform, detail a new experimental AR feature in Pokémon GO, and share details on its groundbreaking work in geospatial models at the Web Summit in Lisbon.

"Niantic is focused on building and unlocking the potential of spatial intelligence. This is a technology that will transform how people and machines understand and interface with the physical world," said John Hanke, Niantic's Founder and CEO. "The Niantic Spatial Platform redefines how industries bring the real and digital worlds together."

At Web Summit, Niantic will be announcing:

- The launch of Niantic Spatial Platform, including an extended product offering and set of tools for unique spatial computing use cases across industries and solutions.
- The launch of an exciting and experimental AR feature in Pokémon GO in Lisbon and other global cities.
- An update on progress to build a large geospatial model that will play an important role in fusing the physical and digital worlds, a natural evolution of large language models.

### **Showcasing Immersive AR Experiences at the Niantic Booth**

At Web Summit, visitors to Niantic's booth (Pavilion 2 - E241) will have the opportunity to immerse themselves in the latest innovations that underpin the Niantic Spatial Platform. Here's what to expect:

- **Niantic Studio** for creating engaging AR experiences in the real world
- **Scaniverse 4.0**, the industry's leading 3D scanning app
- **Snap Spectacles & Peridot Beyond**, new experiences on true AR glasses
- **Skatrix on Apple Vision Pro**, powered by Niantic Spatial Platform
- **Hello Dot**, Niantic's AR pet, now in mixed reality

### **The Future of Spatial Computing**

Don't miss Brian McClendon's keynote at the Developer Summit at 10:35 AM on Wednesday, November 13: **"Coordinates of Tomorrow: Why Spatial Computing Needs a New Map."** In this keynote, Brian will share Niantic's vision for the future of spatial technology, offering unique

insights into the development of large geospatial models and their role in shaping AR experiences.

## **Interview Opportunities**

Please contact [press@nianticlabs.com](mailto:press@nianticlabs.com) to arrange time to speak to Niantic executives at Web Summit:

- **Brian McClendon – SVP, Engineering**  
Speaking topics: building a large models to achieve geospatial intelligence, the future of AR and AI
- **Erin Schaefer – SVP, Publishing, GTM and Global Operations**  
Speaking topics: business of spatial computing, platform and hardware partnerships
- **Kit Gilbert – Senior Director of Platform GTM, Strategy and Operations**  
Speaking topics: Niantic's platform and developer tools, ecosystem and applications

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## **About Niantic**

Niantic's global-scale augmented reality platform powers spatial computing experiences in the real world. Incubated out of the Maps team at Google, Niantic first created Ingress and then Pokémon GO, a collaborative effort with The Pokémon Company, which has become a cultural phenomenon and hit game played by tens of millions of people each month. Niantic's real-world platform also supports the company's other games including Pikmin Bloom, Peridot and Monster Hunter Now.

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