

AN IPHONE EXPLORATION GAME

VEGAS IRL

Walk the city's streets, plazas, parks and desert trails. Follow expeditions, solve mysteries and collect the treasures of a city made of light.

Vegas IRL rebuilds the Las Vegas valley in 3D, street by street, from Downtown to the Strip and out to the desert. Players explore it as an Explorer of the Society, chasing clues to fictional treasures hidden in real public places.

COMING TO IPHONE
Christmas 2026



ON FOOT ◆ IN THE CITY

GPS Explorer

Players walk the real streets. Their Explorer walks with them, glowing marks lead the way, and discoveries wake up at public places nearby.



FROM ANYWHERE ◆ ON-SCREEN STICK

Virtual Explorer

Players steer through the same city from the couch, or from the other side of the world. Las Vegas reaches people before they arrive, and after they leave.

THE SOCIETY OF EXPLORERS

Six Original Explorers



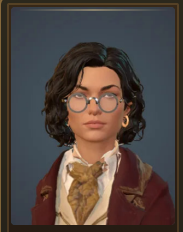
The Cartographer



The Field Engineer



The Recon Specialist



The Archivist



The Expedition Lead



The Prospector

MYSTERIES ◆ COLLECTIBLES

Treasures of the City

Clues, keys and legends

Mysteries lead from stop to stop across the city. Each find rises in a cinematic reveal and goes into the player's Passport and collections.



The Canopy Bell



The Brass Key



The Ruby Lantern



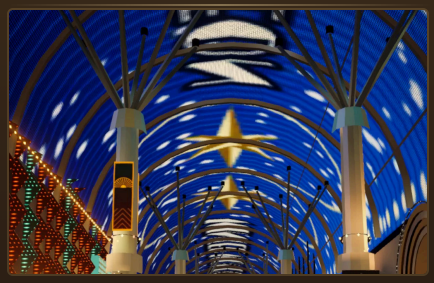
The Clockwork Heart

All images are in-game captures of Vegas IRL. Stories and treasures are fiction.

PLACEMENTS

Part of the Adventure, Not in the Way

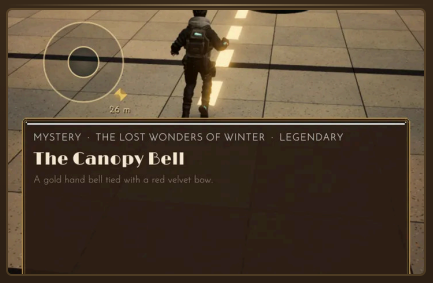
Partners appear inside the world players already explore: on its lights, in its stories and at its doors. No pop-ups, no video interruptions, nothing that blocks play.



ON THE LIGHTS

Canopy Art

Partner artwork in the rotation of the in-game light canopy and its displays, alongside the game's own shows. The canopy stays the hero: nothing is shown without the display owner's approval.



IN THE STORY

Sponsored Mysteries & Collectibles

A mystery chain or a collectible presented by a partner, written in the game's own style. Clearly labelled, never required to progress, and the treasures stay fictional.



AT THE DOOR

Landmark Expeditions

An expedition that ends at a partner's public entrance, plaza or lobby. GPS Explorers are led along mapped public walkways; Virtual Explorers arrive from anywhere.

BRAND SAFETY

Built In, From Day One

- **No gambling content.** No wagering, no simulated gambling and no gaming offers in placements.
- **Public places only.** Players are never sent onto gaming floors, into restricted areas or anywhere unsafe.
- **No tracking.** No ad tracking and no analytics SDKs. A player's location never leaves their iPhone.
- **Signed placements.** Every campaign is a cryptographically signed, reviewed placement. Nothing can run code or change the world.
- **Kill switch.** Any placement, or all of them, can be switched off at once.

HOW IT WORKS

Real Places, Respectfully Shown

- Real architecture appears without names, logos or signage unless the owner licenses them in writing.
- Partner artwork is reviewed and approved before it goes live, and runs only in its booked window.
- Every sponsored element is clearly identifiable as a partnership.
- Placements never touch progression, rewards or how the game plays.
- Placements begin after the public launch.

LAUNCH SEASON ◆ LIMITED PLACES

Founding Partners

A small number of founding partnerships are open for the launch season: paid, fixed-term packages that put a partner into the world from its first season, at a rate locked for the term.

Pricing on request.

TALK TO US

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