

## **Argosy Cruises is re-inventing the waterfront tourism experience through Augmented Reality**

**Seattle (July 7, 2022)** Argosy Cruises is launching an exciting new, high-tech experience that is bringing the Seattle waterfront into the metaverse. Through the magic of augmented reality (AR) Argosy guests can now play with a giant, color-changing kraken atop the Argosy-branded ticket booth and watch orcas splash by while on the Harbor Cruise in the Elliott Bay. This new activity will add to the fun and adventure of the guest experience.

AR is an exciting new technology that uses computer vision and spatial artificial intelligence to insert digital objects into the user's real-world surroundings that they can view and interact with while using their own mobile phones. [Argosy Cruises](#) is one of the first waterfront businesses to explore opportunities in the metaverse and is using that to enhance the experience for both waterfront tourism and Argosy guests.

Over the last three months, Argosy partnered with Seattle-based AR agency [Novaby](#) to conceptualize, design and create the experience. This innovative partnership was made possible through the [Congregate Solutions Accelerator](#) program. The Congregate program was born out of the pandemic when tourism and hospitality companies were struggling to recover in the post-COVID world.

The experiences were created using Snapchat's AR platform which has some of the most advanced AR capabilities in the industry. Argosy passengers can find signs and QR codes readily available on both the boat and while waiting in line on Pier 55. Once scanned, guests will be able to interact with the deep-sea creatures themselves. This debut will both enhance the experience and act as a steppingstone towards advancing technology in the tourism industry. With this launch, Argosy will advance their position as not only a top Seattle attraction, but as a hub to experience the ease and fun of AR!

Novaby Founder and CEO, Julia Beabout notes: "the Argosy team has been phenomenal to work with. Their willingness to innovate has been remarkable. Our mission is to bring joy to our communities through AR. So, we can't wait to see how the guests react."

Matt Morrison, Executive Director, Pacific NorthWest Economic Region said, "PNWER is so excited to see the tourism industry leverage innovative companies in the region." He also stated, "We are proud to see the Congregate Solutions Accelerator program was able to make this connection possible between these two great companies. As we continue to recover from the pandemic, PNWER will continue to promote solutions to industry's challenges impacting the regional economy."

"This project was an exciting way to enhance the guest experience as we welcome tens of thousands of visitors to Pier 55 and the waterfront this summer," said Joanna Mumford, Argosy Cruises Marketing Manager. "Now, the unique experience of cruising with Argosy can begin before our passengers step aboard."

### **About Argosy Cruises**

For over 70 years, Argosy Cruises has been part of the Northwest fabric. Founded as the Spring Street Water Taxi and then through the years operating as Seattle Harbor Tours and now as

Argosy Cruises, our family-owned and Seattle-operated company has become the Northwest's premier cruise company.

**About Novaby**

Novaby is an award-winning, global AR agency and digital art production company that has been pioneering the field of AR Placemaking, space activations and tours since 2017. We LOVE transforming spaces into joy-filled, people-centered Places using AR, the arts, humanities, and social science. Based in Seattle and San Francisco, Novaby is proud to be a woman-owned, multi-racial, multi-cultural social purpose corporation.

**About Congregate Accelerator / PNWER**

Congregate is a solution accelerator program designed to bring the innovation of the startup community to the travel, tourism, and hospitality sectors. Congregate is a program of the Pacific Northwest Economic Region (PNWER) as part of its Resilience Foundry initiative to build strong and resilient new economies in the Pacific Northwest. The Accelerator connects entrepreneurs in the PNW with potential customers for pilot projects to facilitate new technologies in the industry. The program is funded by a - Scaling Pandemic Resilience Through Innovation and Technology (SPRINT) Challenge grant from the U.S Economic Development Administration and run-in partnership with Moonbeam, the Washington Technology Industry Association, Alaska Travel Industry Association and Future Borders Coalition.

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