

# MGM MIRAGE Launches Vegas' First Augmented Reality iPhone App and World's Most Immersive Resort Apps

5/25/2010

Five Free Apps Deliver New Ways to Experience Strip's Hottest Hotels

PRNewswire-FirstCall

LAS VEGAS

Continuing its legacy of innovation, MGM MIRAGE (NYSE: MGM; [www.mgmmirage.com](http://www.mgmmirage.com)) has launched five free iPhone apps delivering new ways to explore Las Vegas hotels and attractions. The applications are available through iTunes.

To view the multimedia assets associated with this release, please click:

<http://multivu.prnewswire.com/mnr/mgmmirage/44052/>

(Photo: <http://www.newscom.com/cgi-bin/prnh/20100525/MM07348> )

"Vegas Reality," the city's first dedicated Augmented Reality application, merges real Vegas with virtual Vegas for a multi-dimensional experience of its hotels, restaurants and attractions.

Feature-rich resort applications for Mandalay Bay, MGM Grand and New York-New York deliver dynamic interactivity and a depth of content unparalleled in the hospitality industry. An app also has been launched for Beau Rivage in Biloxi, Mississippi, and more are underway for additional MGM MIRAGE Las Vegas properties and attractions.

"Entertainment of Las Vegas" delivers access to video previews, show times, event calendars, directions and ticket purchasing for all the MGM MIRAGE fun in the city.

See "Related Documents" for detailed app information.

## VEGAS REALITY

Developed by Resort Technology Partners

-- Compatible with iPhone 3GS

**Key Features:** While strolling The Strip, point your iPhone at resorts and casinos and watch as information automatically appears as floating text on your screen, using your phone's camera and GPS services.

- Virtually jump inside your favorite resort to learn about its shows, nightclubs, restaurants and more
- Easily buy tickets and book reservations with one touch
- Access property's real-time Twitter feed for deals and events
- Select "fun facts" for info and videos sharing famous - and infamous - moments in Vegas history
- Explore CityCenter's public Fine Art Collection, including artist bios and facts about each piece
- Explore Vegas virtually. Regardless of your 'real' location, open the app and be transported to Tropicana Avenue and Las Vegas Boulevard

RESORT APPS: Mandalay Bay, MGM Grand, New York-New York

Developed by MacroView Labs

-- Compatible with iPhone, iPod touch, and iPad

**Key Features:** Using your resort app, access photos, videos and information to help you decide what to do during your Vegas adventure, and book it all with one-touch functionality.

- Preview videos of shows, grab last-minute tickets, even check seating charts
- Bookmark your favorite activities to create itineraries for your trip
- Use GPS maps and indoor casino maps to quickly get you where you want to go
- Order room service, browse restaurant menus and make reservations from anywhere
- Review rules for casino games or join the Player's Club
- Email any page or offer to a friend
- Enjoy targeted content and deals based on your location
- Check local weather
- Preview and reserve rooms at the hotels
- For special events, work with your host property to load

passcode-protected content viewable only to your attendees, including program schedules, party photos and more

- Preview event space
- Check out the clubs, bars and nightlife
- Rate any of the featured services at the resort
- See information in French, German, Italian, Japanese or Spanish
- View the live Twitter feed for deals, special events and more

#### ENTERTAINMENT OF LAS VEGAS

Developed by MacroView Labs and MGM MIRAGE

- Compatible with iPhone, iPod touch, and iPad

Key Features: Explore shows, nightclubs and attractions at Bellagio, ARIA Resort & Casino, MGM Grand, Mandalay Bay, Monte Carlo, New York-New York, Excalibur, Circus Circus, Luxor and The Mirage.

- Enjoy location-specific content that changes depending on where you are
- Find top stand-up comedy acts, Cirque du Soleil shows, the Lion Habitat, the Shark Reef Aquarium, and all the best activities and shows right here
- Access overhead custom GPS maps of The Strip and get exact directions to where you want to go
- Use the embedded smart-search bar to find content by keyword
- Bookmark any page to create your own entertainment favorites
- Let your voice be heard - comment about your trip or rate any of the featured services
- Check out the live entertainment Twitter feed right from the app or send any page in the app to a friend

First Call Analyst:

FCMN Contact:

Photo: <http://www.newscom.com/cgi-bin/prnh/20100525/MM07348>

PRN Photo Desk, photodesk@prnewswire.com Video: <http://multivu.prnewswire.com/mnr/mgmmirage/44052>

SOURCE: MGM MIRAGE

CONTACT: Natalie Mounier, Kirvin Doak Communications, +1-702-204-1530,  
nmounier@kirvindoak.com

Web Site: <http://www.mgmmirage.com/>