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**-Media Release-**

**REGINA SK COMPANY MAKES HOLLYWOOD CONNECTION WITH  
AUGMENTED REALITY TECHNOLOGY**

**Regina, SK July 22, 2010** – Talking Dog Studios from Regina SK has linked up with Legendary Pictures at Comic Con International in San Diego; being held July 22<sup>nd</sup> to July 25<sup>th</sup> 2010. At this year's widely popular comic art and science fiction convention, Legendary Pictures will be announcing their latest film: "Godzilla". Talking Dog has developed a promotional Augmented Reality T-shirt which features the "atomic breath" of Godzilla shooting out in front of the wearer's body when in front of a webcam.

Talking Dog Studios used advanced Augmented Reality to achieve this immersive experience. They have been developing various AR applications for the past year, but owner Rob Bryanton sees this as a major step forward: "Augmented Reality is very adaptable, which is great because the possibilities are so vast; but it's something that is best experienced rather than described," says Bryanton. "We've been working with AR for over a year now for both local and US based clients. With the Godzilla installation we were able to create something that really impressed Legendary Pictures. Being part of Comic Con International is a great recognition of the skillset we've now developed."

Legendary Pictures, who are affiliated with Warner Brothers, have released such critically acclaimed films as Inception, Where the Wild Things Are, The Dark Knight, 300, and Watchmen. Talking Dog Studios created the sound and music heard each week in the hugely successful CTV/WGN network series "Corner Gas". They also did post production and music for the theatrical film Surveillance, a psychological thriller which was invited to debut at the 2008 Cannes Film Festival.

For more information on this Hollywood connection please contact Jenn Walker from SpringBoard West Innovations 1-306-790-1330.