

FOR IMMEDIATE RELEASE

Rama iPhone App Releases Historical Walking Tour, “Frontiers in the Sky”

Augmented reality tour of New York City skyscrapers celebrates upcoming Open House New York weekend

NEW YORK CITY—October 13, 2011—As New Yorkers prepare to go behind the scenes to explore the city’s architectural wonders at Open House New York this weekend, Crimson Bamboo, Brooklyn-based publisher of the Rama iPhone app, is joining the celebration by providing free access to Rama’s ninth and newest New York tour, *Frontiers in the Sky*.

A historical augmented reality app for iPhone, Rama allows users to narratively explore the world around them while comparing how locations, and the people that frequented them, once actually looked. An exploration of the city’s skyscrapers and how they came to be built, the *Frontiers in the Sky* tour rewinds time to show users how fixtures on the New York skyline from the Rockefeller Center to the Flatiron and Woolworth buildings evolved from grand ambitions to towering realities, with archival images of the buildings’ creators and construction presented at each stop.

“The wonderful thing about this tour is not just seeing how these buildings looked like while under construction, it’s stripping away decades of development to appreciate them in their original glory,” said Hannah Murray, the author of the tour and creator of two other Rama tours of New York, *Ellis Island* and *Land of Liberty*. “Reading about the grand ambitions behind the

Rockefeller Center and viewing it as it looked just after construction, before endless copycats began crowding the Midtown skyline, really brings home just what a monumental achievement it really was—a true art deco masterpiece.”

Frontiers in the Sky was produced by Past Preservers, a historical and archaeological media consultancy based in London and Cairo, and will be released on Rama on Thursday, October 13. The tour will be free to access until Monday, October 17, after which it will be available to users as an in-app purchase for \$1.99.

The Rama app can be downloaded on iTunes at <http://bit.ly/iTunesRama>.

###

CONTACT:

Ivy Wu

Crimson Bamboo, LLC

iwu@crimsonbamboo.com