

## **New app, Living History, showcases the history of Kansas City's Union Station**

*Mobile app uses proximity and location-based technology and augmented reality to relive the historical moments of iconic landmark*

KANSAS CITY, Mo. (Oct. 30, 2014) – Kansas City's Union Station and marketing agency [VML](#) today announced the launch of a new exhibit and immersive mobile app experience called Living History. Union Station will unveil and open the new exhibit on Friday, Oct. 31, as part of Union Station's Centennial Celebration weekend events of Oct. 30-Nov. 2.

VML brought the idea for the Living History virtual exhibit to Union Station and worked with technology partners [Gimbal](#), a location-aware mobile engagement platform, and Kansas City-based [Moblico](#), an in-app marketing platform to implement the technology.

"Union Station history is foremost a story about people," said President and CEO of Union Station, George Guastello. "People building, connecting, moving, reuniting, and celebrating ordinary and extraordinary moments. Sharing those stories is our responsibility and an honor of the highest order."

"The reality of what VML has created to tell these important stories in such an exciting and high-tech way is nothing short of amazing," said Executive Vice President and COO of Union Station, Jerry Baber. "Guests will be able to step into and interact with some of the most memorable Union Station moments. We owe VML, Gimbal and Moblico our deepest gratitude and can't wait for the people of Kansas City and beyond to experience this remarkable and free Living History exhibition."

The exhibit, which features Gimbal proximity beacons throughout Union Station and augmented reality experiences on mobile devices, allows the user to relive the historical moments of Union Station featuring Harry S. Truman, Walt Disney, Ernest Hemingway, the Kansas City Massacre and more.

"VML is proud to help celebrate Union Station as a historic monument in Kansas City on its centennial. The Living History experience uses creative storytelling and the latest mobile technology, which brings the historical moments of Union Station to life for Kansas Citians and anyone visiting," said VML CEO and President, Jon Cook. "We wanted to tell some of the lesser-known stories of Union Station's history, and using location-based technology and augmented reality, visitors can experience these stories in the exact place they happened. It's truly a magical experience."

Watch a preview of the app: <http://bit.ly/1rMrjcc>.

Living History is currently available for both [iOS](#) and [Android](#) smartphones.

For more information about the app and exhibit visit: [www.unionstation.org/livinghistory](http://www.unionstation.org/livinghistory)

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### **About Union Station Kansas City, Inc.**

Union Station Kansas City is a historical landmark and civic asset renovated and reopened to the public in 1999. The organization, driven by its mission of science and history education and entertainment, hosts a variety of world-class traveling exhibits. Union Station was the first North American site for the blockbuster exhibit, "The Discovery of King Tut." Union Station also home to several other attractions, including Kansas City's Science Center; the popular Model Railroad Experience; the Gottlieb Planetarium; the Regnier Extreme Screen Theatre, the region's largest

screen 3D movie theater; H&R Block City Stage featuring live theater, and a selection of unique shops and restaurants. Union Station is also home to prominent area civic organizations and businesses. Visit [www.unionstation.org](http://www.unionstation.org) for details.

#### **About VML**

VML is a global marketing agency that delivers forward-thinking ideas and solutions for the world's most influential brands, including MillerCoors brands Coors and Coors Light, Charter Communications, Colgate-Palmolive, COBRA PUMA GOLF, Dell, Gatorade, the Kellogg Company, Kimberly-Clark, Krispy Kreme, Microsoft, NAPA AUTO PARTS, PepsiCo, Southwest Airlines, U.S. Soccer, Tennessee Tourism, Wendy's and Xerox.

Founded in 1992 and headquartered in Kansas City, Missouri, VML joined the world's largest communications services group, WPP, in 2001. VML has more than 2,200 employees with principal offices in 24 locations across six continents.

#### **About Gimbal, Inc.**

Gimbal, Inc. is connecting brands, venues, events and retailers with their customers in exciting new ways by providing leading-edge mobile technologies and solutions. With advanced geofencing, the world's largest deployment of industry-leading Bluetooth Smart beacons, location-based engagement, analytics, unmatched security features and privacy controls, the Gimbal platform helps drive mobile app engagement and loyalty. Visit [www.gimbal.com](http://www.gimbal.com) for more information.

#### **About Moblico**

Moblico is for app publishers who want more results from their apps. With Moblico's best-in-class in-app mobile marketing machine, marketers deliver on-time targeted and custom one-to-one experiences that increase in-app usage, loyalty and monetization. For more information, please visit [www.moblico.com](http://www.moblico.com).