Experience Real History Evolves to Become QuantumERA

Immersive content company, Experience Real History™ (ERH), has become QuantumERA®, an evolution that marks the studio’s mission to expand its content library beyond historical events. In addition to continuing to produce high-quality historically-driven interactive experiences, QuantumERA plans to produce Mixed Reality experiences that will bring math, science, art, and other areas of interest to life.

SAN ANTONIO (PRWEB) May 22, 2019 -- Immersive content company, Experience Real History™ (ERH), has become QuantumERA®, an evolution that marks the studio’s mission to expand its content library beyond historical events. In addition to continuing to produce high-quality historically-driven interactive experiences, QuantumERA plans to produce Mixed Reality experiences that will bring math, science, art, and other areas of interest to life.

“Growth was an imminent path for Experience Real History,” said Lane Traylor, CEO of QuantumERA. “With such an intense demand for the type of Mixed Reality experiences we create, we knew that history was just the beginning. QuantumERA brings a totality to the landscape of what we can conceive. The options are limitless.”

To date, QuantumERA has developed strategic relations with organizations such as the Witte Museum, Gettysburg Museum, Seminary Ridge Museum, What On Earth Books and the International Society of Technology in Education to create a compelling array of Mixed Reality experiences. As part of its plan for growth, QuantumERA will work with additional museums, destinations, retailers and educators to create engaging Mixed Reality adventures and associated products in a mobile-centric world.

ERH, now QuantumERA, was recently recognized with a 2019 Media Excellence Award for Excellence in Augmented & Virtual Reality for their Experience Real History: Alamo Edition suite of apps and interactive products. Within each project, the company is transforming traditional storytelling by transporting audiences to interact with people and places that up until now only existed in 2D and in one’s imagination. These hyper-real experiences are created by deploying the latest Mixed Reality technologies and platforms, with a dedication to high production value and authenticity, resulting in users taking a quantum leap in time.

Two highly anticipated QuantumERA projects are set to debut this June: A Nation Divided: Gettysburg, an app that brings the pivotal events of the historic battle to life; and Passport to Philadelphia, a robust Augmented Reality (AR) tour that gives Philadelphia visitors the opportunity to experience a variety of cultural and historic locations that are unique to the city.

To guide QuantumERA through its branding and expansion strategy, the company engaged with memBrain, an internationally recognized Los Angeles-based entertainment marketing and consulting firm that develops and executes entertainment, marketing and media programs on behalf of leading global brands.

“QuantumERA is poised to engage fans of history, culture, and more through a fun, interactive and immersive lens,” said Liz Heller, managing partner of memBrain.

More QuantumERA projects are set to be announced later this year.

Connect with QuantumERA:
About QuantumERA
QuantumERA is a leading immersive content company that creates hyper-real experiences using cutting-edge immersive technologies. Reinventing traditional storytelling, QuantumERA apps and products increase and enhance the audience experience. For more information, visit [www.quantumera.com](http://www.quantumera.com).
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