

# NEWPORT ON THE LEVEE

**Newport on the Levee Lands Group Gaming Concept Immersive Gamebox**  
*World's original immersive entertainment platform to open first Kentucky location late summer  
2023*

**Newport, Kentucky** (March 31, 2023) – North American Properties (NAP) announced today group gaming platform Immersive Gamebox (IGB) has signed a lease at the revitalized NKY hotspot Newport on the Levee. The innovative concept creating meaningful human connection through social gaming is expected to open this August in a 3,000-square-foot space across from The Lawn, next to Tom & Chee.

“Immersive Gamebox brings people together through shared play in a way that no other business does, and we can’t wait to make our debut in Kentucky,” said Steve McAloon, Immersive Gamebox SVP of Retail Operations, Americas. “Newport on the Levee is becoming the go-to entertainment destination for the community, and we needed to be a part of that mix. We’re looking forward to joining our experiential neighbors and introducing a new platform for people of all ages to connect over.”

Co-founded in 2018 by CEO Will Dean and CFO David Spindler, IGB has developed proprietary technology that allows players to use their bodies as controllers to navigate through digital adventures that can only be successfully completed through collaboration. Instead of using headsets, guests wear 3D motion tracking visors to control the interactive smart rooms known as “gameboxes.” High-quality projection mapping, touch screen walls and surround sound systems are also used to make the environment truly interactive. Designed by the company’s in-house game studio, IGB currently offers a library of 15 intuitive games, with new options launching monthly for players aged five and up to explore.

Immersive Gamebox joins the growing list of new ventures launching at the Levee this year, including 16 Lots Brewing Company, Amador, The Brickery Café and Play, and The Galley on the Levee. Uber Freight is also set to open a 20,000-square-foot office space on the mezzanine level of The Gallery.

“We have so many exciting additions coming, and Immersive Gamebox will fit right in with the experience-driven entertainment options available to our guests,” said Gabriella Burch, Newport on the Levee’s general manager. “It will be a great place for the community to escape digitally while making memories IRL on the Levee.”

To stay up to date on the latest happenings, follow Newport on the Levee on [Facebook](#), [Instagram](#) and [Twitter](#) or visit the website at [newportonthelevee.com](http://newportonthelevee.com).

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### **About Newport on the Levee**

Originally opened in 2001, Newport on the Levee (the Levee) is a multi-level mixed-use destination nestled along an 11-mile pedestrian trail running parallel to Northern Kentucky's riverfront. North American Properties (NAP) purchased the Levee in December 2018 and launched a redevelopment project to reinvent the dated property as a family friendly entertainment destination, with major construction efforts culminating in May 2021. The "new" Newport offers visitors the opportunity to spend a full day soaking up everything from shopping to dining to gaming and more, all while enjoying spectacular views of the Ohio River and Downtown Cincinnati. The modernized Levee is home to a collection of recreational offerings such as the 20-screen AMC Theatre, Newport Aquarium, Velocity Esports, and Rotolo by Velocity; TRADE™, a revolving artisan market; retail, dining, and creative office; and over 200,000 square feet of gathering space. NAP owns the Levee and oversees management, leasing, and parking services.

### **About Immersive Gamebox**

Immersive Gamebox (IGB) is building the world's first immersive entertainment platform designed to bring people together through shared play. The Gameboxes feature a range of cutting-edge technologies such as projection mapping, touch screens using our patented 'Lidar', 3D motion tracking, and surround sound to deliver an entirely new form of immersive entertainment. Teams of 2-6 play 30-60 minute games featuring levels and challenges designed to be fun, social, and collaborative. Co-founded by CEO Will Dean and CFO David Spindler in 2018, Immersive Gamebox currently has almost 1 million players across 20 locations across the US and EMEA and is on track to open 100+ locations globally in the next year. IGB was awarded "Travelers' Choice" on TripAdvisor for two consecutive years for their deliverance of unparalleled entertainment experiences. For more information, and to purchase tickets to Immersive Gamebox, please visit [immersivgamebox.com](https://immersivgamebox.com).

