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Nickelodeon Brings Augmented Reality to Number-One Mobile Game App Sky Whale and Brand-New Do Not Touch App

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NEW YORK--(BUSINESS WIRE)-- [Nickelodeon](#) is bringing emerging tech to its audience with the addition of an augmented reality (AR) mode to its number-one mobile game app *Sky Whale* and the brand-new *Do Not Touch* AR app, which allows users to interact with disruptive moments and surprises in the real world. Nickelodeon's *Sky Whale* averages two million active monthly users and nearly 30 million global downloads since launch. The AR-enhanced *Sky Whale* app, which challenges players in a 360-degree immersive experience, will be available this spring on the [App Store](#) and [Google Play](#). The *Do Not Touch* app is available now for download on the [App Store](#).

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Nickelodeon is bringing emerging tech to its audience with the addition of an augmented reality (AR) mode to its number-one mobile game app *Sky Whale*.
(Photo: Business Wire

on the screen, and tapping characters and objects reveals more surprises.

Nickelodeon, now in its 38th year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, digital, recreation, books and feature films. Nickelodeon's U.S. television network is seen in more than 90 million households and has been the number-one-rated kids' basic cable network for 22 consecutive years. For more information or artwork, visit <http://www.nickpress.com>. Nickelodeon and all related titles,

The *Sky Whale* AR mode makes a user's physical space appear to become the *Sky Whale* sea and sky when viewed through a mobile device's camera in a 360-degree challenge. In the game, players will steer the narwhal with a device, moving through the space to soar through the sky or swim underwater in a race to collect items and accumulate points for high scores. Tied to kids' love of gaming, *Sky Whale* was the first in a series of apps created by the characters in *Game Shakers* that were brought to life for real kids to play.

Nickelodeon's brand-new *Do Not Touch* AR app, available now on the [App Store](#), builds on the popular "Do Not Touch" button found in the award-winning Nick app. The *Do Not Touch* AR app features interactive surprises and mini games that highlight both Nickelodeon properties and iconic trademarks, like *SpongeBob SquarePants*, *The Loud House*, slime and the *Kids' Choice Awards* blimp, along with original animations.

The *Do Not Touch* AR app makes Nickelodeon's iconic "Do Not Touch" button, and the animations and interactive experiences it randomly generates, seem to appear in a user's surrounding physical space when viewed through a mobile device's camera. Moving a device allows users to see the action from all angles

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