



**For More Information, Contact:**  
glorydays.bth@gmail.com

**FOR IMMEDIATE RELEASE**

**NEW AUGMENTED REALITY APPLICATION TRANSPORTS  
USERS TO THE GLORY DAYS: BEFORE THE HEDGES**  
**Fans Can Experience The First University Of Georgia Football Game**

ATHENS, Ga. — “Glory Days: Before the Hedges” is a mobile application which uses augmented reality to reenact the first football game between the UGA Varsities and the Mercer Baptists which took place on January 30th in 1892. Upon opening the application, the user has the ability to explore the simulated action of 1892 gameplay, fan activities and conversations as well as the grounds, virtually rebuilt to mimic the architecture and landscape from the period.

Everyone has heard the story of the University of Georgia’s football program; but has anyone ever been able to experience it? Fortunately, now diehard fans who have always desired to go back-in-time to the first University of Georgia football game to discover the history and tradition that lie between the hedges.

“Our primary hope with Glory Days: Before the Hedges is to immerse fans in the history of the University of Georgia football program,” said Jason Woodworth-Hou, creator of Glory Days: Before the Hedges. “In the future, Glory Days: Before the Hedges can be adapted to reenact any historical event and experience it in the present.”

Mobile phone users can easily download the application from their device’s application store or simply take a tour through Herty Field and be prompted to download the application via an app clip. Once the app is downloaded, the user can raise their phone, allow camera access, and experience the augmented reality of the first football game.

“I’ve always heard about the first University of Georgia football game, but have never been able to experience it,” says University of Georgia student, Camille Hensley. “I’m eager to visit Herty field soon and discover the history behind the legendary event!”

Those who are interested in history or simply want to cheer on those who previously donned the red and black should visit Herty field at their earliest convenience and download the “Glory Days: Before the Hedges” application to their mobile device.

##

## FAQs

### **What is Glory Days: Before the Hedges?**

Glory Days: Before the Hedges is an immersive experience using augmented reality on the users' mobile device to reenact the first football game between the UGA Varsities and the Mercer Baptists which took place on January 30th in 1892. Upon opening the application, the user is able to explore the simulated action of 1892 gameplay, fan activities and conversations as well as the grounds, virtually rebuilt to mimic the architecture and landscape from the period.

### **What is the history behind the first University of Georgia football game?**

The first University of Georgia football game was held in what we now know to be, Herty Field. The football game was played between the UGA Varsities and the Mercer Baptists on January 30th in 1892. Prior to the game, Dr. Charles H. Herty instructed the team to retrieve a mascot. A mere two hours later, the team wheeled in a goat which remained the team's mascot for the next two years. The game ended with Georgia prevailing 50-0 over the visitors. The application will feature many historically accurate storylines as the ones mentioned above.

### **Who was Glory Days: Before the Hedges created for?**

Glory Days: Before the Hedges was created for die hard football fans of the Georgia Bulldogs, visitors of Herty Field and those interested in immersing themselves in history.

### **How do you download the Glory Days: Before the Hedges application?**

Mobile phone users can visit their device's app store and download the Glory Days: Before the Hedges application free of charge.

### **How do you use the Glory Days: Before the Hedges application?**

Once downloaded, the user can open the application on their device. Upon opening the application, the user can view a short tutorial trailer to understand the features of the application. Next, the user will allow camera and microphone access to the application. Finally, the user will raise their phone to eye-level and view an augmented reality reenactment of the first University of Georgia football game.

## **Where can I use the Glory Days: Before the Hedges application?**

Users can use the Glory Days: Before the Hedges application when visiting Herty Field on the University of Georgia's north campus. When visiting Herty Field, your mobile phone will notify you to experience a preview of the Glory Days: Before the Hedges application through a feature known as an app-clip.

## **What is an app-clip?**

An app-clip is a lightweight version of an application that lets users experience the application without downloading and installing the full application to their device. App-clips can be tied to a specific location, hence the selection of Herty Field.

## **Are there any interactive features in the application?**

In addition to experiencing a play-by-play of the first University of Georgia football game, users can control the action of the play by pausing, rewinding and watching the action in slow motion, while opening historical details about the difference of football then and now. Furthermore, users will be able to comment upon portions of the reenactment through chronology based commenting and add suggestions for improving character dialogue content.

## **What makes Glory Days: Before the Hedges different from other augmented reality apps?**

Glory-Days: Before the Hedges allows the user to be fully immersed in the virtual reality of the first University of Georgia football game. Existing augmented reality applications have difficulty creating a three-dimensional image of characters and objects that can be viewed from all directions. Glory-Days: Before the Hedges is designed to be interactive from all angles and perspectives.

## **What is the future of Glory Days: Before the Hedges?**

The intention behind the Glory Days: Before the Hedges application is to be open-ended, allowing for future producers of historical content to add to this production as new aspects of 1892 gameplay are discovered. This technology can be applied to other historical reenactments beyond sports including but not limited to: museums, landmarks and monuments.

## **Is Glory Days: Before the Hedges easy to use?**

The application is easy to use for all generations. Furthermore, viewing the tutorial after downloading the application is helpful for those unfamiliar with augmented reality.