

Synchrony Bank and Sony Pictures Entertainment Spin Web of Excitement; Immersive AR Experience Inspired by ‘Spider-Man™: Into the Spider-Verse’

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Terms:

[Business Updates](#) (1)

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NEW YORK--(BUSINESS WIRE (2))--Synchrony (NYSE:SYF (3)), a premier consumer financial services company, will host a new experience using augmented reality (AR), inspired by Columbia Pictures and Sony Pictures Animation's *Spider-Man™: Into the Spider-Verse*.

In the Synchrony x Spider-Man™: Into the Spider-Verse Instant Win Game, visitors can immerse themselves in a spiderweb installation and transform into members of the Spider-Verse by taking on the web-spinning abilities of Spider-Man through a mobile browser-based experience. Guests can fire virtual webs to find ‘money bags’ stashed by villains and earn chances to win \$1,000 [1].

This free one-day event opens to the public on **Wednesday, December 12th from 12-8 p.m. ET at 26 Bridge Street, Brooklyn, NY**, inspired by where Spider-Man grew up.

Starting Wednesday, consumers can also engage with the Spider-Verse [online](#) (4) through a 360-degree interactive social experience in the Synchrony x Spider-Man™: Into the Spider-Verse Sweepstakes where eight winners will be selected to win \$1,000 [1].

“This immersive event in collaboration with Sony Pictures gives visitors the opportunity to experience technology, entertainment, and digital banking all in one,” said Sue Davis-Gillis, SVP and General Manager, Synchrony Bank. “In this era of digital banking, we’re introducing new hands-on experiences to interact with our customers.”

“One of the themes of *Spider-Man™: Into the Spider-Verse* is that anyone can wear the mask: we all have the hero inside of us,” said Stephanie Cohen, SVP, Domestic Promotions for Sony Pictures Entertainment’s Motion Picture Group. “Synchrony has taken that to heart by giving moviegoers and Spider-Man fans the chance to experience the Spider-Verse and try out Spidey’s web-slinging skills for themselves – and win some terrific prizes while they’re at it.”

Synchrony continues to expand its digital banking experiences and services to create new, interactive ways to engage with customers. Synchrony Bank provides consumer banking products and services through a digital first strategy. Since its launch six years ago, the bank has grown its retail bank deposits to nearly \$50 billion.

Synchrony has collaborated with Sony Pictures for more than two years to help consumers “[Save like a Hero](#) (5)” with activations that tap into new audiences. For *Spider-Man™: Into the Spider-Verse*, Synchrony is making its largest single charitable donation to date, supporting the film’s mission: “Inspire young people to be heroes. Inspire grown-ups to help them do it.”

Synchrony is a strong supporter of empowerment and inspiring everyday heroes. In conjunction with the film’s launch and the Brooklyn activation, Synchrony will donate \$250,000 to [buildOn](#) (6). buildOn empowers youth from America’s toughest neighborhoods to explore the challenges facing their communities and take action to address these issues through service – including helping the homeless, seniors and children in their communities.

Spider-Man™: Into the Spider-Verse makes its way into theaters nationwide on December 14th.

About *Spider-Man™: Into the Spider-Verse*:

Phil Lord and Christopher Miller, the creative minds behind *The Lego Movie* and *21 Jump Street*, bring their unique talents to a fresh vision of a different Spider-Man Universe, with a groundbreaking visual style that’s the first of its kind. *Spider-Man™: Into the Spider-Verse* introduces Brooklyn teen Miles Morales, and the limitless possibilities of the Spider-Verse, where more than one can wear the mask.

Columbia Pictures presents in association with Marvel an Avi Arad/Lord Miller/Pascal Pictures production a Sony Pictures Animation film, *Spider-Man™: Into the Spider-Verse*. Featuring the voices of Shameik Moore, Jake Johnson, Hailee Steinfeld, Mahershala Ali, Brian Tyree Henry, Lily Tomlin, Luna Lauren Velez, Zoë Kravitz, John Mulaney, with Nicolas Cage, Kathryn Hahn and Liev Schreiber. Directed by Bob Persichetti, Peter Ramsey and Rodney Rothman, the screenplay is by Phil Lord and Rodney Rothman from a story by Phil Lord based on the Marvel Comics. The film is produced by Avi Arad, Amy Pascal, Phil Lord, Christopher Miller and Christina Steinberg. Stan Lee, Brian Michael Bendis and Will Allegra serve as executive producers.

About Sony Pictures Entertainment:

[Sony Pictures Entertainment](#) (7) (SPE) is a subsidiary of Sony Entertainment Inc., which is a subsidiary of Tokyo-based Sony Corporation. SPE’s global operations encompass motion picture production, acquisition, and distribution; television production, acquisition, and distribution; television networks; digital content creation and distribution; operation of studio facilities; and development of new entertainment products, services and technologies. SPE’s Motion Picture Group production organizations include Columbia Pictures, Screen Gems, TriStar Pictures, Sony Pictures Animation, Stage 6 Films, AFFIRM Films, and Sony Pictures Classics. For additional information, visit <http://www.sonypictures.com/corp/divisions.html> (8).

About Synchrony:

Synchrony (NYSE:SYF (9)) is a premier consumer financial services company delivering customized financing programs across key industries including retail, health, auto, travel and home. With more than \$130 billion in sales financed and 74.5 million active accounts, Synchrony brings deep industry expertise, actionable data insights, innovative solutions and differentiated digital experiences to improve the success of every business we serve and the quality of each life we touch.

Synchrony Bank provides award-winning consumer banking products and services, including high-yield savings accounts, certificates of deposit, individual retirement accounts, and money market accounts. In just six years, Synchrony has grown its retail bank deposits more than eight-fold to nearly \$50 billion by providing great customer service and products. Synchrony Bank is a federal savings bank and a member of the FDIC.

More information can be found at www.synchronybank.com (10), www.synchrony.com (11) and through Twitter: @Synchrony.

[1] No Purchase Necessary. Void where prohibited. Must be 18+. Game starts at 12 pm ET and ends 8 pm ET on 12/12/18 and is open to 50 U.S. & DC legal residents, who are present at the event located at 26 Bridge St., Brooklyn, NY on 12/12/18. For complete Game rules, visit synchronyintothespiderversegame.dja.com. Sweepstakes starts 12 pm ET on 12/12/18 and ends 4 pm ET on 12/17/18. Sweepstakes open to 50 U.S. & DC legal residents. For complete Sweepstakes rules, visit savelikeahero.com. Sponsored by Synchrony Bank.

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English

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