



## FOR IMMEDIATE RELEASE

Contact:

Michael Baer

Gamifi by Fusioncorp

[michael@fusioncorpdesign.com](mailto:michael@fusioncorpdesign.com)

859-309-3873

### **Tech company Fusioncorp and Gamifi by Fusioncorp opens new headquarters and unveils new VisitLEX app**

**LEXINGTON, KY. (October 11, 2018)** – Fusioncorp, a Lexington-based technology company, joined Mayor Gray, business leaders and clients today in celebrating the grand opening of its new headquarters. The company, which spun out a new startup last year, Gamifi by Fusioncorp, relocated its headquarters to North Forbes Road in late summer 2018.

One client present at the event was VisitLEX, the Bluegrass's convention and visitors' bureau. Gamifi by Fusioncorp developed a new app for VisitLEX and was unveiled at the event. *The VisitLEX Experience* app uses augmented reality to create an interactive walking tour and scavenger hunt downtown. Individuals are encouraged to download the app that starts the virtual tour at the new VisitLEX office at the historic courthouse downtown.

The app will guide people through the downtown area providing historical facts and turning select murals to life allowing users to collect blue horses along the way. Ever wondered what it would be like if the Abraham Lincoln mural came to life? The app provides that experience. After all the blue horses are collected downtown, users are rewarded for their experience. The app is fun for any age whether they live in Lexington or are visiting. The entire tour takes about an hour. Download *the VisitLEX Experience* app to take the tour today.

"The growth of Fusioncorp, and its new spinout company Gamifi says a lot about our city and its growing tech sector," said Mayor Jim Gray. "This growth demonstrates that the talent is here for technology companies to be successful."

"Gamifi is intended to give individuals that attend major events, cities or significant attractions an immersive experience that will enhance not only the venue's ability to engage with their patrons but also give the end user an experience that will drive continuous engagement," said Michael Baer, president of Fusioncorp. "We are excited to be doing this in Lexington, Ky. and appreciate the support of many partners including the City of Lexington, Mayor Gray and Commerce Lexington Inc."

"At VisitLEX, our mission is to market and promote Lexington's Bluegrass Region for the purpose of attracting visitors and growing the economy," said Gathan Borden, vice president of marketing of VisitLEX. "In recent years, the travel industry has shifted, and visitors are now looking for a more hands-on personalized experience when they visit a destination, which starts with their mobile devices. Travelers are looking to experience a destination like a local through interactive experiences like walking tours and scavenger hunts, and this new augmented reality

experience combines the traditional methods of walking tours and scavenger hunts with new digital capabilities through immersive technology. It will allow us to stay at the forefront of the travel industry and appeal to the younger generation of travelers who are the fastest growing segment in our industry. We are excited to be able to create this experience with Gamifi, and we look forward to continuing to work with other community partners to help promote Lexington as a premier travel destination.”

People also experience other Gamifi applications in the region including the main exhibit in the lobby of the Muhammad Ali Center. The Ali global initiative *Hours Against Hate* will have exposure to over 11 million individuals around the world. Other Gamifi apps in the region include the Augmented Reality baseball card collection app for the Lexington Legends, as well as the Cincinnati Brewing Heritage Trail. Gamifi is rapidly being viewed as a national sought out brand in this market and will continue to grow, fueling the opportunity to add more technology jobs to the city.

“Commerce Lexington Inc. is proud to work with Fusioncorp and Gamifi on their recent expansion and new building location,” said Bob Quick, CCE, president & CEO of Commerce Lexington Inc. “It is also rewarding to see one of our technology clients work with another partner of ours, VisitLEX. Congrats to Fusioncorp on their building.”

For more information on the companies, visit [www.fusioncorpdesign.com](http://www.fusioncorpdesign.com).

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