

DDAMF 2026

RealityShift Dallas

A 5D Emergent Reality Experience for Downtown Cities

- Main Street Garden Park
- Festival Activation: May 22-24, 2026
- DDAMF 2026

RealityShift™ powered by HeartBadge

A HeartChain Labs program · Production by ShockXR & Proper Step Digital

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THE PARTNERS

Three Companies. One Activation.

RealityShift is operated by HeartChain Labs, the platform behind HeartBadge — a permanent membership instrument used across cities, partners, and programs. For Dallas, HeartChain Labs is partnered with two production specialists who bring decades of XR and live-event execution experience.



HeartChain Labs

The Platform

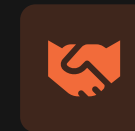
HeartChain Labs operates the HeartBadge identity layer, the spatial substrate, and the RealityShift program. We own the technology and the cosmology — and we license production capability where the work calls for specialist hands.



ShockXR

The XR Builders

ShockXR brings the AR/VR experiences to life. The portals, the immersive environments, the spatial production — built and deployed by ShockXR's experienced team across phone, tablet, and emerging AR glasses.



Proper Step Digital

The Activation Producers

Proper Step Digital manages the city-side relationships, sponsor coordination, and on-the-ground activation production. Where the city meets the technology, Proper Step Digital is the bridge.

Operated by HeartChain Labs. Production by ShockXR & Proper Step Digital. Powered by HeartBadge.

Dallas Has Always Been a City That Builds the Future

Telecom Corridor

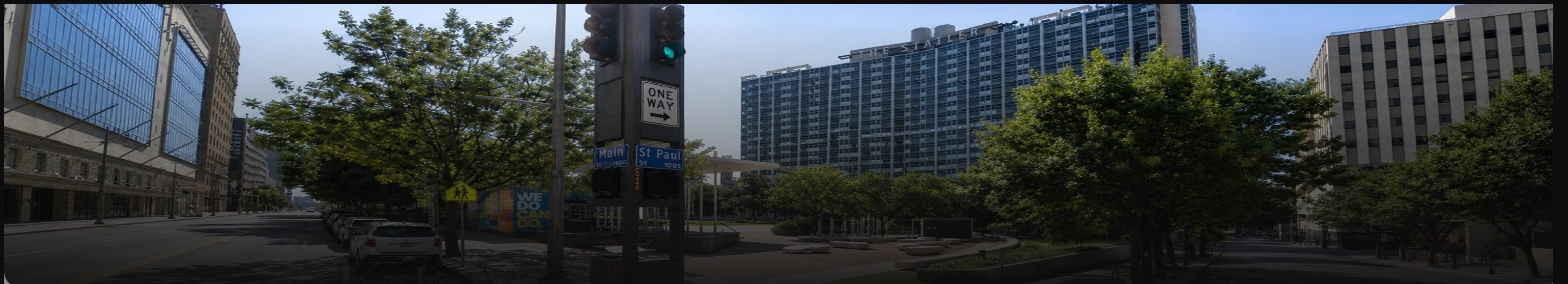
The first city in Texas to wire fiber-grade infrastructure into its civic identity. Dallas built the backbone of modern communication.

Arts District

The largest urban arts district in the country. Dallas invested when others didn't, and now hosts world-class collections, galleries, and performance spaces.

Deep Ellum

Where culture forms before the rest of the country knows what to call it. Dallas's creative neighborhoods have shaped American music, art, and nightlife for generations.



Now the next layer emerges. Downtown Dallas at DDAMF 2026.

What is RealityShift?

Not VR. Not an app. A new media layer that blends into the real world and responds to the people in it.

1

Physical

The park, the stages, the art walls, the city.



2

Spatial

A photorealistic 3D twin you can explore from anywhere.



3

Augmented

Art, stories, and games anchored to real locations.



4

Intelligent

Ask Peggi, an AI companion that knows the city and the moment.



5

Social

Shared reality across devices, glasses, and people.



One Experience · Every Device · Every Visitor · Couch → Park → Afterparty

From the Park Outward

1

Main Street Garden Park

The Festival Epicenter

The full 5D experience. AR portals, live art, immersive zones, member-first activations during DDAMF.

2

Downtown Dallas

The Extended Experience

Discovery rewards exploration. AR art continues into Deep Ellum, the Arts District, Klyde Warren Park, the West End. The festival becomes a city.

3

RealityShift Dallas

Always-On Layer

After DDAMF, the spatial layer remains. New collaborations, new artists, new sponsor activations land throughout the year.



- Deep Ellum
- Arts District
- Klyde Warren Park
- Farmers Market
- West End

DDAMF is the launch. RealityShift Dallas is the platform.

A Journey That Begins Before They Arrive

1 Discover

Visit 5ddallas.alta.live. Preview the festival in 3D before you arrive. See the art. See the portals. See where Peggi will guide you.

2 Arrive

Tap your phone at the gate. 0.5-second authentication. Your HeartBadge is recognized. Festival opens to you.

3 Play

Visit ShockXR Portals across the park. AR scavenger hunts. Sponsor challenges. Hybrid puzzles that bridge the physical and the spatial.

4 Explore

Walk into downtown. Discover anchored AR art across Deep Ellum, the Arts District, Klyde Warren. Each piece stays. The city becomes a living gallery.

5 Experience

Ask Peggi for guidance. Find the wall that's being painted right now. Get the story behind the building behind the art. Be told something only Dallas knows.

6 Return

Your HeartBadge remembers. Your collected moments live in your profile. RealityShift Dallas continues after the festival ends.

10,000+

Visitors Expected

12

Live Artists

3-5

Portals

72h

Non-Stop Layer

ShockXR Portals

Pop-Up XR Portals — Where the Digital World Has a Front Door

What They Are

Branded, self-contained activation zones — a marked area, a QR trigger or device handoff, and a curated XR experience lasting **3-10 minutes**.

Why They Matter

- ✓ Physical landmarks — *"meet me at the Portal"*
- ✓ Natural sponsor activation surfaces
- ✓ Bridge phone-AR users to immersive tier
- ✓ Portable — travel to Deep Ellum, Klyde Warren, State Fair

What Happens Inside

AR Scavenger Hunts

Tied to sponsor challenges

Interactive Games

React to the physical environment

Hybrid Puzzles

Solve IRL to unlock AR

Collectible Moments

Carry forward in HeartBadge profile

3-5 Portals at DDAMF

1 Unique Experience per Portal

Each one a reason to cross the park

Ask Peggi — A Guiding Voice for Dallas

Guide

"The HONEST wall is 40 feet to your left. He started painting 20 minutes ago."

Storyteller

"That building behind the art? The Mercantile. Built in 1943. I've been watching them turn the lights on every night for 83 years."

Companion

"You've found 7 of 12 pieces. The one you're missing on Commerce Street is my favorite after dark."



Named for

The Flying Horse perching atop the Magnolia Hotel

Watching over downtown since 1934

<1s

Response Time

Local

AI Infrastructure

She lives on after the festival. Every activation makes her smarter, sharper, more Dallas.

Built on Open Standards

Spatial Layer

Spark 2.0, RAD — 3D scene infrastructure + Lidar millimeter accurate navigation



AR Layer

WebXR, native AR APIs — phone, tablet, browser, glasses



AI Layer

Custom Dallas language and visual model — local-first, low-latency place-aware AI



Identity Layer

HeartBadge + Partner Web3 Identity Providers



Portal Layer

ShockXR Portal infrastructure available on spatial devices and smartphones



Phone · Tablet · Browser · XR Glasses

HeartBadge Adds Depth

The core experience is open to everyone. HeartBadge makes it grow.



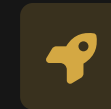
For Guests

- Digital Collectibles — from AR art finds
- Portal Badges — completion rewards
- Peggi Highlights — conversation memories
- Sharable Memories — festival moments, transferable to friends



For Partners

- Portal Challenges — sponsor-powered
- Branded Drops — collectible moments tied to sponsor activations
- Place Analytics — anonymized activation metrics
- Direct Engagement — without interrupting the experience



For Growth

- Persistent Identity — across Dallas activations
- Return Incentives — keep visitors coming back
- Cross-City Portable — Dallas → Nashville → Miami

"The badge is not the event. It's how the experience keeps growing."

Why Dallas, Why Now

Downtown Dallas is the right launchpad

The Festival

DDAMF brings **10,000+** visitors to Main Street Garden over three days. Captive audience, contained geography, dense programming.

The Ideal Proving Ground

The Ecosystem

Downtown Dallas Inc, Dallas College School of Creative Arts, **21** active sponsor partners already committed.

The Infrastructure Is In Place

The Density

Within a **10-minute** walk: Arts District, Deep Ellum, Farmers Market, West End. Every direction is a future activation corridor.

Infinite Expansion Potential

The Appetite

Dallas invests **\$1B+** annually in its arts and cultural infrastructure. The city is hungry for what comes next.

Culture-Forward City

The Timing

Spatial computing, place-based AI, and open 3D standards have converged in **2026**.

The Window Is Now

First Mover

The city that says yes first gets built first. **Dallas can own this story.**

Own the Story

The Artist Ecosystem

12 live art artists. 12 AR pieces. One living gallery.

HONEST

SLOKE

BWARESPARKS

KEMA

RAYTRIL

JOESKILZ

TEX

MARIELL GUZMAN

UCRON

MARIAN MEKHAIL

SONER

STEM AND THORN



Live Painting

Each artist paints live at the festival, creating in real-time for the crowd.



AR Companion

Each artist has an AR piece anchored in the park — a spatial extension of their physical work.



Permanent Gallery

The AR art stays after the festival. The physical walls get painted over. *The spatial layer remembers.*

How Sponsors Activate

Sponsorship at RealityShift is not banner placement. It's participation in the cultural moment.

Portal Sponsorships

"The [Brand] Portal at Main Stage" — A branded activation zone. Owned by the sponsor for the duration, anchored physically and spatially.

AR Art Sponsorships

Cultural patronage, not advertising. Sponsors fund specific artists' AR pieces and are credited in the permanent gallery.

Peggi Integrations

"Peggi, where can I get a drink?" — Peggi recommends sponsor venues by name when contextually appropriate. Conversational rather than interruptive.

HeartBadge Drops

Sponsor-funded collectible moments delivered to attendees who complete sponsor challenges. Giftable and transferable. Members carry these across future activations.

Place Analytics

The spatial layer is inherently measurable. Sponsors receive anonymized activation metrics — dwell time, portal completion rates, attribution to physical visit.

Every sponsor lane is measurable, portable, and culturally resonant.

Start with a Festival. Grow into a City.

PHASE 1

DDAMF

May 22-24, 2026 · The Launch

The 5D Emergent Reality experience debuts at Main Street Garden Park.

- 10,000+ visitors
- 12 artists
- 3-5 portals
- Proof of concept goes live

PHASE 2

Downtown Expansion

Summer 2026 · The Expansion

The spatial layer extends into Deep Ellum, the Arts District, Klyde Warren, the West End.

- AR art remains anchored
- New portals activate at sponsor venues
- The city becomes the experience

PHASE 3

RealityShift Dallas

Fall 2026 · The Platform

Dallas becomes the first city with a permanent 5D layer.

- Year-round activations
- Ongoing artist collaborations
- Recurring sponsor programs
- The platform other cities study

Not a Theory — A System Already Taking Shape

LAUNCHING MAY 2026

Dallas

The First City

- 21 sponsor partners committed
- 12 live artists confirmed
- DDAMF infrastructure ready

IN DEVELOPMENT

Nashville

The Heritage Play

- Grand Ole Opry conversations
- Johnny Cash family collaboration
- A legendary Nashville voice for Peggi-style AI companion
- Music heritage as the cultural anchor

IN TESTING

Miami

The Culture Play

- South Beach activation footprint
- Miami arts community engagement
- Bilingual AI companion architecture

3

cities

1

platform

∞

future

THE INVITATION

We Are Inviting Dallas to Be First

The 5D layer is being built. The question is which city owns the story.

For Downtown Dallas Inc

A signature technology experience that positions downtown as the *most innovative cultural district in Texas.*

For Artists

A *permanent spatial gallery* that outlives every painted wall.

For Sponsors

A new category of activation that's *measurable, portable, and culturally resonant.*

For Visitors

A reason to come back. *And back. And back.*

For Dallas: The Next Layer.

Operated by HeartChain Labs. Production by ShockXR & Proper Step Digital. Powered by HeartBadge.

We Are Inviting You to Be Among the First

The strategic team and the technology are built. The question is who participates in the next chapter.

Real-World Experiences

Cultural activation infrastructure that earns its place in cities. Not advertising.
Cultural participation.

Permanent Spatial Layer

Activations live on. Sponsor association persists. *Sponsorship in 2026 is still being recognized in 2030.*

Identity-Powered Engagement

HeartBadge makes every participant trackable in attribution and untrackable in surveillance. Sponsors get the data they need; members get the privacy they deserve.

Cross-City Network

Dallas is the first. The platform scales to Nashville, Miami, and beyond. Sponsor relationships travel with the platform.

For Sponsors · For Cities · For Cultural Institutions · For Forward-Looking Capital

THE APPROACH

One Platform. Built for Cities.

RealityShift Dallas is delivered by three companies in clearly defined lanes — and the cleanness of the structure is what makes it scale.

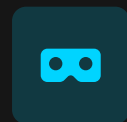


Heart Chain Labs LLC

The Platform

(incorporation in progress)

Owns HeartBadge, the spatial substrate, and the RealityShift program. Operates the identity layer, the wallet substrate, and the city activation framework. Holds the long-term direction of the cosmology.



ShockXR

The XR Builders

AR/VR development engine. Live immersive event production. Portal infrastructure. The team that makes the spatial experience real, on the ground, at festival quality.



Proper Step Digital

The Activation Producers

City-side relationship management. Sponsor coordination. On-the-ground activation logistics. The bridge between the technology and the city.

Where it starts: DDAMF. Where it lives: Downtown Dallas. Where it scales: any city ready to be next.

What Each Company Does

Heart Chain Labs LLC

The Platform

- HeartBadge identity layer (the membership instrument)
- Spatial substrate (the 3D twin and the persistence layer)
- RealityShift program operation
- Member wallet and rewards infrastructure
- Cross-city scaling architecture

ShockXR

The XR Builders

- AR/VR development for portal experiences
- Live immersive event production
- Spatial production for the festival environment
- AR glasses pipeline (as platforms emerge)
- XR experience design and storytelling

Proper Step Digital

The Activation Producers

- City partnership management
- Sponsor relationship development and coordination
- On-the-ground activation logistics
- Festival operations and venue coordination
- Local stakeholder engagement

Custom AI Agent Development

Purpose-built AI agents tailored to the city, the festival, and ongoing engagement – from Peggi (Dallas-specific) to future place-based companions in subsequent cities.

<1s Response Time

Local AI Infrastructure

∞ Persistence

The experiences live on after the festival. Every activation makes the cities smarter, sharper, more alive.

A Platform Designed to Travel

Beyond DDAMF (Phase 2 / 3)

- Downtown Dallas spatial layer continues year-round
- New AR collaborations land monthly
- Sponsor activations rotate
- Peggi gets smarter, more Dallas-specific
- Permanent gallery grows

Beyond Dallas (Phase 4+)

- Nashville activation in development
- Miami activation in testing
- City partnerships in early conversation across multiple US markets
- The platform travels; the cosmology composes
- HeartBadge members carry their identity across all RealityShift cities

Lightweight XR Glasses

Headsets are rapidly shrinking. Within years, XR will be delivered through sleek glasses with all-day battery life, replacing smartphones as the primary spatial computing device. RealityShift's stack is designed to be platform-flexible — phone-AR today, glasses-AR as the hardware lands.

Dallas is the first city. The platform is built to scale.

This Is Not Just a Technology Play

It is the infrastructure for the next evolution of cultural participation, civic identity, and place-based experience.



Experience

Cities become responsive. Festivals become permanent. Members carry their belonging across cities and across years.



Ownership

Members hold their HeartBadge identity. Cities own their spatial layer. Sponsors gain durable cultural association. Artists keep their work alive.



Participation

A new category of cultural infrastructure that invites everyone – visitors, sponsors, artists, civic institutions – into a shared, growing experience.

For sponsors and partners considering early participation:

- *Equity engagement* with HeartChain Labs across the broader platform (subject to standard counsel-reviewed terms; available to qualified parties)
- *Multi-city partnership* opportunities as Nashville, Miami, and additional cities come online
- *Founding sponsor recognition* across the RealityShift platform as it scales beyond Dallas
- *Platform-scale visibility* as RealityShift expands from one city to many

Join us in building the bridge between reality and the spatial layer that's already emerging.

LET'S BUILD

RealityShift Dallas

Operated by HeartChain Labs. Production by ShockXR & Proper Step Digital. Powered by HeartBadge.



For Downtown Dallas Inc

& City Partners

Mick / Proper Step Digital

primary contact



For Sponsor Inquiries

Sponsor team contact

[Contact to be confirmed]



For Platform & Investor

Conversations

Calhoon / Emelle, HeartChain Labs

direct contact

May 22-24, 2026 · Main Street Garden Park · Downtown Dallas · DDAMF 2026

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