

WIRED

BLOG NETWORK

Your potential. Our passion.

Microsoft

Introducing the software-based VoIP solution from Microsoft.

VOIP AS YOU ARE.

LEARN MORE ▶

UNDERWIRE

Top Stories

GO

« Ledger's Joker Action Figure Flies Off Shelves | Main | Marvel Update: *Thor, Avengers Assemble* »

Mystery Package Kicks Off Alt Reality Game ... but for What?

By Jenna Wortham May 12, 2008 | 5:26:19 PM Categories: [Advertising](#), [Events](#), [Games](#), [Movies](#), [Sci-Fi](#), [Television](#), [Viral](#)



A mysterious new alternate reality game is afoot.

I received a strange UPS package in the mail over the weekend, and at first glance, the package seems like a hackneyed bit of junk mail -- or a love note from the Unibomber, thanks to an empty packet of vitamin powder. But a closer glance revealed a couple of deliberately placed items, suggesting a new alternate reality game is underway. Fun. Let's dig in.

Inside the envelope was a paper crane, a memo from the Department of Energy and an empty Emergen-C packet with a sticker with a multicolored chemical model, all pictured above.

The [Unfiction Fan forums](#) uncovered a date from the redacted memo which calls for a Dr. Eugene Gough's resignation: January 30, 1985, and the word Holomove, which turns up an in-game site.

Welcome to the rabbit hole.

The Holomove site uncovers to the blog of [Nate Bozeman](#), who was recently hired as lead software developer for the company. Bozeman's blog drops clues about his employers and [links to cryptic puzzles](#) he was required to solve as part of the recruitment process. Game players can [try their hand](#) at the puzzles and apply for jobs through the Holomove site.

Bozeman's blog also has loads of extra content, like YouTube videos and links to accounts on [MySpace](#), [LinkedIn](#) and Pownce. Alt gaming site ARGNet points out the game reaches far into the real world, citing two actual Microsoft employees who've [Twittered](#) about Bozeman and appear to be involved in the game, leading to speculation that the game is linked to a new product release -- possibly for a new video interface that uses holograms.

My first hunch is early viral marketing campaign for time-travelin' futuristic show *The Sarah Connor*

✉ [SEND US A TIP!](#)

The "Mojave Experiment"



▶ [Click here to see the results.](#)



Subscribe to WIRED magazine



Subscribe now for
**JUST \$10 AND
GET A FREE HAT!**

[Subscribe to WIRED](#)
[Renew](#)
[Give a gift](#)
[Customer Service](#)

TEAM

EDITOR: Lewis Wallace | [e-mail](#)
CONTRIBUTOR: Hugh Hart | [e-mail](#)
CONTRIBUTOR: John Scott Lewinski | [e-mail](#)
CONTRIBUTOR: Angela Watercutter | [e-mail](#)
CONTRIBUTOR: Jenna Wortham | [e-mail](#)

MOST RECENT ENTRIES

August 2008

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

[10 Reasons Why Clone Wars Beats Any Lucas Prequel](#)

[Tropic Thunder May Oust Dark Knight From Box Office Top](#)

[Torchwood Audio Play Calling to 'Lost Souls'](#)

[Rosario Dawson's Gemini Division Is Set for Web Debut](#)

[Third Season of Heroes Gets Geeky, Evil](#)

[Incredible Hulk Writer Sets Sail With Argonauts](#)

[New Behind-the-Scenes Featurette on Neil Gaiman's Coraline](#)

[In Willy Wonka Spoof, Candy Man's a Pusher](#)

[P2P Sites Bring Home Loads of Olympic Gold](#)

[Doctor Who's Moffat Wins Third Hugo Award](#)

CATEGORIES

[Advertising](#) (113)

[Animation](#) (13)

[Anime](#) (22)

[Architecture](#) (60)

[Corrections](#) | [Contact Us](#) | [Newsletter](#) | [Wired Staff](#) | [Press Center](#) | [FAQ](#) | [Wired Insider](#) | [Sitemap](#)

[Subscribe](#) | [Subscription Questions](#) | [Renew Subscription](#) | [Give a Gift](#) | [International Subscriptions](#) | [Advertising](#) | [Media Kit](#) | [Careers](#)

Visit Our Sister Sites: [Concierge.com](#) | [Epicurious.com](#) | [Men.style.com](#) | [Style.com](#) | [Flip.com](#) | [Wired.com](#) | [Lipstick.com](#) | [NutritionData.com](#) | [YM.com](#) | [Allure](#) | [Architectural Digest](#) | [Brides](#) | [Cookie](#) | [Condé Nast Portfolio](#) | [Domino](#) | [Glamour](#) | [Gourmet](#) | [Lucky](#) | [Men's Vogue](#) | [Self](#) | [Teen Vogue](#) | [The New Yorker](#) | [Vanity Fair](#) | [W](#)

© 2008 CondéNet, Inc. All rights reserved.
Use of this site constitutes acceptance of our [User Agreement](#) and [Privacy Policy](#)