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Potential *Terminator* Immersive Online Game Picks Up Speed

By Jenna Wortham  January 14, 2008 | 4:07:25 PM Categories: [Photography](#), [Sci-Fi](#), [Social Networking](#), [Television](#), [Web/Tech](#)



A new [YouTube video](#) and [blog](#) point at the latest venture in immersive marketing/gaming -- a possible alternate reality game, or ARG for the new Fox show *Terminator: The Sarah Connor Chronicles*.

EniTech Research Labs is [claiming to have a camera capable of capturing images 1193 days](#), or roughly three years, into the future. Employees are documenting their findings and asking for feedback on a company blog; there's even a [Cyberdyne Facebook group](#).

ARGNet, along with several other sites, [speculate that the site could be a viral marketing ploy](#) for new Fox show *Terminator: The Sarah Connor Chronicles*, pointing to a potential 'nother rabbit hole, [a site counting down 1191 days](#), and a world map of nuclear strike targets, along with a tally of the human and cyborg populations.

[Keen viewers](#) noted that a [EniTech researcher](#) mentions involvement with [CyberDyne Systems](#), also [referred to in EniTech blog posts](#), which *Terminator* fans will remember as the company behind Skynet, a defense system that becomes self-aware, and instigates the machine revolt that fuels the trilogy. Additionally, a [post at EniTech refers to Miles Dyson by name](#), a programmer targeted and killed by Sarah Connor in *Terminator 2* to prevent the cyborg war.

The best part of the viral marketing gag is the high level of reciprocation and the humorous exchange between players and ARG creators: A [craigslist's ad seeking a willing time-traveler](#) featuring a hilariously bad '80s mullet was recently reposted on the EniTech blog; the image of San Francisco (pictured above)

was taken [at the suggestion of a Digg user](#), who quipped:

"They should take an image of San Francisco. I must know if we eradicated the Mission hipster problem."

We'll keep following the threads as they unravel; stay tuned for more details as they surface.

See also:

- [Secret websites, Coded Messages: The New World of Immersive Games](#)
- [Code-Name Cloverfield - Let the Viral Marketing Begin](#)
- [Q&A With ARG Designer Jane McGonigal](#)

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Although it may have to be described as Viral Marketing for the suits to agree to it, these extended realities offer a chance for the creators of the shows to flesh out the world they have created beyond the episodic TV format. The fandom that is created in the wake of a show will exist with or without the help of the networks, by actively engaging that base (and if done properly more than just it) they can multiply the intrinsic value of a show. The Prime-time-viewing TV-dinner-eating market is gone, today's viewers demand more, and extended realities are a way of appealing a Beast that will only continue to grow.

Posted by: **Randomeis** | Jan 15, 2008 8:25:24 AM

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