

Black Friday Game of Ride & Seek in Edinburgh – TOMORROW!

To celebrate this Black Friday, British online food delivery service Deliveroo, is gifting thousands of pounds worth of prizes through a world's first giveaway via Spark AR Technology – winner winner chicken dinner...

The Deliveroo Golden Riders – kitted out in gold from head to pedal – will cycle through Edinburgh on Wednesday 27th November.

Brits can use any smartphone camera to scan the hotspot on the rider backpack and voila... money-off vouchers will fly out the device like magic.

Lucky Brits who pap a Golden Rider will nab Deliveroo credit prizes ranging from £5 to £5,000 – that's a whole lot of katsu curries. And those who share their augmented reality experience on social media, will automatically be entered into a ballot to win free food for a (very) full month.

And it doesn't end there, anyone lucky enough to have the Deliveroo Golden Rider arrive at their house will automatically receive a golden ticket prize; money off their next meal.

Spark AR, created by Facebook, allows developers to create interactive AR effects within the Facebook and Instagram platform. The digital effects are sparked when any smartphone camera is held over a hotspot, connecting directly into the users Facebook account.

Sophie Headlam, Head of Social at Deliveroo says: "Think Pokémon Go, but instead of Charizard, you get a cheeseburger Our Golden Rider campaign is the perfect blend of cutting-edge AR technology and amazing food."