

Christina York
Founder and CEO
ALTality



Christina York is the founder & CEO of ALTality. ALTality is a startup that brings augmented reality into the everyday, putting it in the hands of children and adults and turning ordinary activities into extraordinary experiences. Its first product, SpellBoundAR, is a mobile app that turns children's paper books into amazing multidimensional adventures. SpellBoundAR is used in hospitals to distract children during painful or scary moments, increasing compliance with treatment and reducing trauma for the child.

SpellBound signed its first customer in January 2016, Lucille Packard Children's Hospital at Stanford. The Stanford deal was expanded 43 days later to include installation hospital-wide, including on iPads in every patient room, and they will bring a mural to life as part of the high-profile launch of their hospital rebuild. Spellbound is currently in 19 hospitals across 10 states.

Spellbound won the People's Choice Award at the Accelerate Michigan Innovation Competition in November 2017 and were one of only five prizes handed out to 36 competing companies. The company has several institutional investors currently in due diligence and is scheduled to close a round of funding soon. 2018 is poised to be a big year for Spellbound with its analytics dashboard, physical therapy tool suite, and scaling distribution.

Christina has been quoted as saying, "Augmented Reality is perfectly acceptable to children; after all, they believe in magic!"