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## The Model of a Mobile Game

[Artificial Life](#), which provides award-winning mobile 3G technology, games and applications, and [The CW Television Network](#) have announced the launch of America's Next Top Model Cycle 8 mobile game on The CW mobile [storefront](#) as well as on Artificial Life's m-commerce [portal](#). The game will soon be available on carrier decks around the globe.

In the game, which is tied closely to the hit television series 'America's Next Top Model', players train an avatar representing one of the participants from the show to become a top model. When a participant is eliminated from the show, the corresponding avatar is removed from the mobile game. Mini-games based on the modeling challenges from the show will be unlocked in the game each week after an episode airs.

Depending on the carrier and the specific capabilities of a player's handset, the game includes streaming animated videos of the avatars; the ability to send an avatar 'on vacation' to a friend's phone; and voice calls and text message updates. Players have the option to choose between a full game version targeting higher-end handsets or several smaller game versions for lower-end handsets and a series of mini-games. In the US, the mobile game is available to download for \$5.99 (£3.05). The mini-games based on the show will soon be offered separately for \$2.99.

"This new version of the America's Next Top Model mobile game has a lot of innovative gaming features" says Artificial Life CEO Eberhard Schoneburg.

"We have integrated show synchronisation and IVR technology to make the game play more exciting. America's Next Top Model fans will surely love these newly added features."

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