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Artificial Life Signs Agreement With Soccer Player Leo Messi [12.10.07]



Hong Kong-based Artificial Life, a provider of mobile 3G technology and applications, has announced an exclusive four year license deal with Argentine soccer star Lionel Andres Messi to produce a series of interactive mobile games based on Leo Messi's image and likeness.



Artificial Life, Inc.

The deal was carried out directly with the player Leo Messi, the communications group Grupo N, and its image rights division Startegic, a company specialized in innovative licensing and image rights strategy.

Leo Messi, who is 20 years old (born in June 1987), has been recognized for his talent, winning many awards, including Argentinian Player of the Year in 2005 and was voted in the top 3 for best footballer of 2007, along with Kaká and Cristiano Ronaldo. Currently Messi plays for FC Barcelona in Spain.

Artificial Life announced that it will produce at least one to two mobile games each year. Among the game types produced will be real-time 3D interactive games, 3G games as well as a series of 2G and 2D games for lower grade handsets. Distribution of the games will be worldwide through carriers and resellers and on Artificial Life's own mobile portal.

"Leo is one of the top soccer players in the world. Despite his young age he has already shown tremendous performances for the Argentine national team as well as for his club FC Barcelona. He will be one of the key players in the upcoming Olympic Games soccer competition in Beijing next year and we expect him to be one of the super stars of the 2010 Soccer World Cup. We are looking forward to working with Leo over the next years to produce some exciting mobile games" said Eberhard Schoneburg, CEO of Artificial Life.

By [Mathew Kumar](#)

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