



LoveStory 2050
Premiere held in London

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Paramount, Artificial Life to co-distribute mobile game globally

Story By: **Businessofcinema.com Team**

updated on: **02/05/08**

Mumbai: Hong Kong-based Artificial Life, a full service provider of mobile technology and applications, announced the launch of Shooter-The Official Mobile Game, which is based on the successful Paramount Pictures motion picture The Shooter.

Shooter-The Official Mobile Game allows players to become Gunnery Sergeant Bob Lee Swagger while taking on covert sniper missions along with heavy combat challenges that the player must successfully complete in a journey to uncover the truth.

Seven progressively difficult missions synchronized with the Shooter film's story line allow the player to virtually travel to several locations including Ethiopia, Philadelphia, Virginia, Montana, and more. Additionally, there are thirteen variations of gear and weapons available for the competitor to use while progressing through the three levels of difficulty: Cadet, Marksman and Special Forces.

This game can be played on over 400 phone types, and is available for purchase and download on Artificial Life's m-commerce portal www.botme.com.

"The intricate and challenging design of this game heralds our entry into this genre of high-end action-based mobile games based on our properties," says Paramount vice president of Mobile - Asia Pacific Pradeep Mittur. "This is our second project with Artificial Life and we look forward to more in the future."

"The release of the Shooter-The Official Mobile Game kicks off our co-operation with Paramount Mobile Entertainment," says Artificial Life chief executive officer Eberhard Schoneburg. "We are excited about the visuals combined with the challenging gameplay that is sure to keep the player engaged."



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Headline News

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- Yash Chopra honoured with the highest civilian award of France
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- 1219 Study ties with New York Film Academy
- MSN India rolls out Jaane Tu...Ya Jaane Na contest
- Film Review: Love Story 2050
- Bollywood joins PETA's Ban Bullock-Pulled Oil Carts plea
- Love Story 2050 releases with 898 prints worldwide

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International News

- Karen Mok to host the MTV Asia Awards 2008
- Hancock grosses \$ 107.3 million, highest opening in 2008
- Artificial Life, Paramount launch Braveheart mobile games
- EMI appoints chief executive of recorded music
- EMI Music announces international appointments
- Bridget Jones director joins UK film council board
- Twentieth Century Fox names Anders Kloster MD - UK
- Sacha Baron Cohen, Will Ferrell to star in new Sherlock Holmes comedy

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Animation

- Arena launches animation studios in Chennai
- Frameboxx ties up with Anglia Ruskin University
- Koffee Break sets up animation studio; launches 2D film
- My Friend Ganesha II scheduled to release in July
- Graphiti announces PG course in animation
- Percept to release animated movie Dashavatar
- Reliance Big Animation installs Foundry Networks' switches
- Animated film Dashavatar includes item song

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- Star One's Zara Nachke Dikha begins on 14 July
- UTV World Movies acquires Steven Soderbergh's CHE
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- 9X's new talent hunt to air from 6 July
- UTV Movies launches Josh-e-Jawaani film festival
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EVENTS



- Music showcase of Bachna ae Haseeno
- LoveStory 2050 premiere held in London
- Jaane Tu... Ya Jaane Na Premiere

FIRST LOOK



- Jaane Tu... Ya Jaane Na
- Maan Gaye Mughal-E-Azam
- Zor Lagaa ke... Haiya

MOVIE STILLS



- Mehbooba
- Singh is King
- Contract

EVENTS CALENDER

Today's Event(s)

Date : **08 Jul 2008**

Nothing for today

