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Artificial Life Brings 'Red Bull Air Race' to Mobile Phones

Experience the Thrill of the World's Most Spectacular Sport On Your Mobile Phone

www.artificial-life.com announced today that the company has signed a two year exclusive deal with Red Bull Air Race to produce mobile phone games simulating the global motorsports phenomenon.

In the Red Bull Air Race World Championship, the world's best pilots compete in a high speed race against the clock, navigating low-level aerial tracks and flying between air-filled pylons known as 'Air Gates.' The 3D mobile phone game takes the player into the cockpit of a race plane and challenges them to compete in different race tracks around the globe. Just like in the real Red Bull Air Race, skill, speed and precision are the name of the game.

Artificial Life will produce and distribute globally at least two high-quality interactive 3D mobile games which will replicate the race tracks featured in the real Red Bull Air Race World Championship in locations such as Abu Dhabi, Budapest, Detroit, London, Porto, Perth, Rotterdam and San Diego. Scoring will be the same as in a real race where pilots will be penalized for mistakes and must take into account altitude, speed, wing angle, horizontal and vertical positions during maneuvers, and above all safety.


The Red Bull Air Race mobile games will be created for many high end mobile devices, but are specifically targeting the iPhone. The motion sensitivity and accelerometer features of the iPhone are perfectly suited to the Red Bull Air Race game whereby players will be able to experience what it is like to fly through the track at high speed by tilting their phone as if they are steering a plane. The games will feature high quality real time 3D graphics modeled on the real planes, tracks, weather conditions, and cities featured in the Championship. The game will have a multiplayer feature so that players can race against the clock and also race against the best times of other players. Players can combine their scores on many different race tracks to see how they stack up against other virtual pilots.

The first "Red Bull Air Race" mobile game will be released globally prior to the next race season in early 2009.

"The Red Bull Air Race World Championship is a new and fascinating motorsports competition. With the Red Bull Air Race mobile game, we will similarly establish a new approach to mobile gaming taking full advantage of the motion sensitivity and accelerometers of the latest mobile devices. Normally only world class pilots are able to compete in the Red Bull Air Races, but by bringing this exciting game series to the mobile device, now anyone with a mobile phone can fly like a pro!" said Eberhard Schoneburg, CEO of Artificial Life, Inc. "We are very excited about implementing this new technology into a Red Bull Air Race game and giving the fans the opportunity to experience what it is like to be a pilot in the Championship," said Kim Bernhard, Head of TV & New Media for Red Bull Air Race GmbH. "With the release of a 3D mobile game we can further increase the awareness of this expanding and exciting motorsport."

About Red Bull Air Race

The idea of the Red Bull Air Race came in 2001 and a new aviation sport was established. The aim of the race was to challenge some of the world's best pilots in speed, precision and skill. The Red Bull Air Race World Championship launched in 2005 and is a series of international races in which competitors use cutting-edge aerobatic planes and have to navigate a challenging obstacle course in the sky in the fastest time. Pilots fly individually against the clock executing tight turns through a slalom course consisting of inflatable pylons known as "Air Gates."

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Labels: air race, biodegradable mobile phone, Red Bull, artificial life.