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29.01.2009 | 13:30 GMT | Madalina Iancu

BMW and Artificial Life Conceive Z4 Roadster Game

STORY HIGHLIGHTS:

TEXT SIZE >

- Artificial Life signed a licence agreement with BMW
- They are going to produce a car game based on BMW Z4
- This is the first car game produced by Artificial Life



Let's play with the BMW Z4 Roadster!

We [told](#) you yesterday about the "MINI Liquid Assets" game for iPhone and iPod, which was meant to promote [MINI](#) vehicles in a "playful" manner. Well, it seems that the [BMW](#) Group is not stopping here.

According to MSNBC, Artificial Life, a leading full service provider of award winning mobile technology, games and applications have signed a global license agreement with the German car maker to produce "[BMW Z4 - An Expression of Joy](#)" for the iPhone and iPod. It seems this won't be only a game giving you a challenging driving experience but also a 3D configurator for the new BMW Z4 Roadster.

More importantly, the car game will use precise full 3D computer-aid design (CAD) materials provided by BMW, as well as the advanced features of the iPhone and iPod touch. Multi-control game will also be possible thanks to its motion sensor and touch screen of the device. The two companies promise a realistic control of the vehicle in the game and a truly intense driving experience.

"We are very excited to be releasing our first car title and thrilled that the featured vehicle is the brand new BMW Z4 Roadster! Car racing games have an everlasting attraction to gamers of all ages and are very well suited for the iPhone and iPod touch platform. We are honored to partner with BMW to add another top quality title into our iPhone and iPod touch game library," said Eberhard Schoneburg, CEO of Artificial Life, Inc.

In addition, players will be able to view every aspect of the BMW Z4 Roadster in a highly detailed 3D model. They can also break the car down to the unique components and customize it at will.

As if that didn't sound tempting enough, the two companies intend to show this will be a truly unique game so gamers will also be able to "draw" using the wheels of the car.

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2009 Tokyo Motor Show or no Show?... is the question right now on many Japanese minds and not only. The Japan Automobile Manufacturers' Association (JAMA) is apparently reflecting on whether this year's Tokyo Motor Show should be canceled or not, Automotive News informs us. Although at first I...
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