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## Mobile Gaming News

### BMW to have iPhone F1 game

STORY ADDED: 04 MAR 2009 22:05

#### This time with Artificial Life

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Artificial Life, Inc. today announced another exclusive global agreement with BMW AG to produce a BMW Sauber F1 Team racing car title for the iPhone and iPod touch. This is the second collaboration between BMW and Artificial Life and follows the first iPhone title, "BMW Z4 - An Expression of Joy" .



The upcoming title will feature the new BMW Sauber F1.09 race car in exquisitely crafted high quality 3D graphics and animations. In the game, players take on the role of a BMW Sauber F1 Team driver to form a team with avatars of the famous professional drivers Robert Kubica and Nick Heidfeld racing against other virtual teams. Races will take place on a wide variety of locations modeled after real race tracks around the world.

To simulate an authentic racing experience, Artificial Life' s production team will take some key details of car racing into consideration. Factors such as weather, physics and momentum will have an effect on the car' s performance. Realistic dynamic sound effects officially pre-recorded of real BMW race cars will be featured in the game. With the support of the touch screen and accelerometer features of the iPhone, the multi-control game-play will allow for an exciting, virtual, racing experience which will put the players' pro driving skills to the test.

The game is tentatively scheduled for release in July 2009 pending approval.

"Based on the great experiences with Artificial Life while developing the 'BMW Z4 - An Expression of Joy' title, we are very excited to take the next step together now. Like the brand new BMW Z4 Roadster, the BMW Sauber F1 Team guarantees unique adventures, based on the combination of excellent and banner product substance and a highly emotional captivation through the BMW brand," said Uwe Dreher, Head of BMW Motorsport Marketing.

"We are very pleased to work with BMW AG again on yet another exciting title. Sports and racing are interesting mobile market segments for both business and consumer applications on the iPhone. We will continue to explore further opportunities to enrich our iPhone portfolio with premium branded applications," said Eberhard Schoneburg, CEO of Artificial Life, Inc.

#### F1 Big Picture

Catch up with the latest F1 news delivered in large photo format.



#### Indy 500 Accommodations

Official site for Indianapolis information & hotel reservations

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Reporting by Costas Stephanides (Editor)

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Firemint release Flight Control