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BMW Z4 - An Expression of Joy is now in the App Store

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Artificial Life, Inc. has just released the BMW Z4 game - An Expression of Joy

The latest masterpiece from BMW, the all-new BMW Z4 Roadster, fuses the heritage, tradition, passion and brilliance of BMW into this iconic automobile.

Following the BMW Z4's "An Expression of Joy" campaign, Artificial Life brings the BMW Z4 Roadster to the iPhone where players will be able to explore, customize, create and virtually drive this amazing vehicle in this highly entertaining game.



Players will be able to view every aspect of the BMW Z4 in a highly detailed 3D model where they can configure it to their preferences. Players may "draw" using the wheels of their car by choosing different colors of paint so that their tire tracks create drawings as if creating brushstrokes on a canvas. Players will feel as if they are actually behind the wheel of a BMW, cruising and creating art in an expression of pure driving "joy".

Game Features

- 360° view of the new BMW Z4 Roadster
- Modeled to exact BMW specifications using full 3D computer-aid design
- Authentic symphony of dynamic BMW Z4 sound effects
- Entirely new game play combining drawing and driving into one amazing experience
- Multiple camera views that allows for an unparalleled virtual BMW Z4 experience
- Sharing of the "An Expression of Joy" creations

Supported Platforms

iPhone / iPod touch OS 2.0+

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